



delhi half  
marathon  
21 october 2018™

Philanthropy Partner



IndiaCares™  
FOUNDATION



*Nikal pado toh mumkin hai*

*Khamosh jheel ke andar  
Ek zinda leher uthaana  
Har dil ki khuli sadak pe  
Ummeedein likhte jana  
Soye soye sapno ko  
Ek halchal khwab dikhana  
Bebaak iraade lekar  
Bin bandish behtey jana*

*Soch liya toh mumkin hai  
Nikal pado toh mumkin hai*

*Jub sachchi daud ho andar  
Sub bandhan khul jate hai  
Chap chap chapaak se chehre  
Raton ke dhul jate hain  
Aazad pankh hai yaaron  
Chalo aasman se khelein  
Na sarhad na seemayein  
Aao udaan se khelein*

*Soch liya toh mumkin hai  
Nikal pado toh mumkin hai*

*Ziddi si kashish le kar  
Nas nas ka dhanush banaana  
Talwon se tapi zami ko  
Junooni raag Sunana*

*Soch liya toh mumkin hai  
Nikal pado toh mumkin hai*

*Kas le muththi, khol de banhein  
Odh aasma, bana de rahein  
Peechey kya hai jhatak de kal ko  
Poora pee ja ab iss pal ko  
Cheer ke badh ja sara jungle  
Hona hi hai aaj mukkamal*

*Soch liya toh mumkin hai  
Nikal pado toh mumkin hai*

*Lyricist: Praseon Joshi*

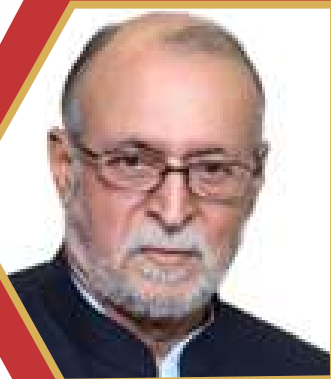
*Composer: Salim - Sulaiman*

*Singer: Sukhwinder Singh*



## POWER SPEAK

### SHRI ANIL BAIJAL, Lt. Governor, Delhi



*“Celebrating its fourteenth year in the city, Airtel Delhi Half Marathon has become a permanent fixture for world-class athletes and India's best. 21<sup>st</sup> October, what we witnessed was phenomenal - it was a celebration par excellence. Over 34,000 runners from different walks of life including Olympic champions, world record holders, Asian champions, everyone was on the start line as one. What is more commendable is that the event isn't only a competition but it also provides a platform for philanthropic cause.*

*It's wonderful to see people working towards the change in society they wish to see. My heartiest congratulations to all the participants, organizers and sponsors for yet another successful edition of this Half Marathon.”*

### SHRI MANISH SISODIA, Dy, Chief Minister, NCT Delhi



*“I have witnessed the growth of the Airtel Delhi Half Marathon over the years - the energy and the spirit on that Sunday morning is truly inspiring. The event has firmly cemented its stature and put Delhi on the global map of distance running.*

*The Airtel Delhi Half Marathon is not just a race where the best of the world and India compete but also an event that has brought about a running revolution to the city. It has played a transformational role in becoming an integral part of everyone's lifestyle that requires a year-round commitment and dedication. Heartiest congratulations to all stakeholders and all the runners for a stellar performance.”*

## POWER SPEAK

**ADILLE SUMARIWALLA,**  
President, Athletics Federation of India



*“Athletics Federation of India would like to congratulate all winners of 2018 Airtel Delhi Half Marathon. The road races organised by Procam International continue to serve as a great platform for budding as well as established runners to better themselves while also competing against some of the best in the world. We wish that they continue to provide such platforms in India for not only our runners but for all elite athletes around the world.”*

**RAVINDRA SINGH NEGI,**  
CEO - Delhi/NCR, Bharti Airtel



*“We would like to congratulate Procam and all the runners & participants for together making this year's Airtel Delhi Half Marathon a remarkable event. We are extremely happy with the response our campaign #PassTheTorch witnessed with over 9000 people signing up and dedicating 32000+kms of their runs for underprivileged children. As the title sponsors of the event we are delighted to witness the Airtel Delhi Half Marathon get bigger and better every year.”*

## POWER SPEAK

**SANYA RICHARDS-ROSS,**  
International Event Ambassador



*“Running is a universal sport that has no barriers and this event just proved that people from all walks of life can come together and celebrate the spirit of life and sport as one. It was an honour to be the event ambassador and all I am taking back from here are some of the most beautiful memories - witnessing top competition from elite athletes and spirited support from the city of Delhi. Heartiest congratulations to everyone involved in making this event a memorable one.”*

**JONTY RHODES,**  
Puma Athlete



*“India never ceases to surprise me and the 2018 Airtel Delhi Half Marathon continued to give me that experience as I saw over 34,000 runners stomping the streets of Delhi. Being one of them was an experience of a lifetime and I can say there haven't been many Sundays that have been this vibrant, energetic and truly endearing at the same time.”*

## PROMOTER'S SPEAK



Sport remarkably pushes humans to unprecedented limits. It has the ability to inspire, birth incredible stories and bring out the gold in humanity.

The Airtel Delhi Half Marathon is a befitting example of this ethos!

When Procam International launched the Delhi Half Marathon in 2005, little did the cynics believe, that the people of Delhi would embrace running as a way of life. Today, the event is a beacon of sporting excellence and through its philanthropic efforts, has created a lasting bond with civil society.

The 14th edition of the Airtel Delhi Half Marathon shattered all records with a whopping ₹ 16.60 crore raised by 91 CSOs (Civil Society Organisations/ NGOs). A testimony to the effectiveness of the platform and its potential to create a positive impact in society. The remarkable feat by our top fundraiser - Udayan Care, raising ₹ 9.02 crore, has set a new record in crowdfunding, not just for ADHM, but for all running events in the country.

Kudos to all the CSOs, individual fundraisers, corporates, runners and the team at India Cares for showcasing the true power of this platform.

ADHM, an IAAF Gold Label Race, has firmly cemented its position as the world's most prestigious half marathon. The presence of sporting icons like Sanya Richards Ross and Jonty Rhodes added lustre to the star-studded Elite field. Half Marathon debutante, Tsehay Gemechu shaved four seconds off the nine-year-old course record set by Kenya's Mary Keitany in 2009. In the process she triumphed over pre-race

favourite and three-time Olympic champion Tirunesh Dibaba, as well as the reigning Half Marathon world record holder Joyciline Jepkosgei. It was distance running at its magical best.

Procam International has persevered in bringing to fore distance running and made focussed efforts to create new heroes, new champions. The Elite Distance Running Program (EDRP) is one such initiative and we are proud to see, Abhishek Pal, one of the first entrants to this program win ADHM 2018 in the Indian elite men category. Abhishek stunned a field that included defending champion and course record holder Nitender Singh Rawat and Asian Marathon champion Gopi T.

Success is always best when shared; and we are truly blessed to have the faith of our sponsors, partners, the Govt. machinery and the city authorities. Their wholehearted support has made this event the pride of the country.

As we bid farewell to another successful edition, we have set new benchmarks and we shall be back for the 2019 edition, with greater motivation and renewed vigour.

Wishing you all our sporting best!

Anil & Vivek Singh





GET THE GOLD IN YOUR HANDS  
DUR  
SEIK

GOPI

SAB

airtel  
PAL

NICHHA  
NGO for ABANDONED KIDS

airtel  
27111



The graphic features a dark red background with diagonal gold lines and red triangular shapes in the corners. The text 'ADHM 2018 & PHILANTHROPY' is centered in white, enclosed in a gold L-shaped frame.

**ADHM 2018  
& PHILANTHROPY**

## ADHM 2018 & PHILANTHROPY

The Airtel Delhi Half Marathon 2018 proved that people involved in running are **'Giving People - Helping people'**.

Everyone has a reason to take to the sport of running – from fitness goals, personal goals to making a difference and many more such reasons. At the 2018 edition of Airtel Delhi Half Marathon, some proven take aways, apart from some significant amount of funds raised by the half marathoners and 10K runners, have been:

- a) Visibility and awareness for a cause, thereby having a positive impact on the work of CSOs.
- b) An extraordinary sense of coming together for the common good
- c) Runners inspire people to give, which would not have happened otherwise

**No longer is 'timing' the sole goal of runners – its extended to fund raising too! We have had 50 runners participating in timed race categories, raising over ₹ 50 lakh!**

937 individuals contributed in order to participate in different race categories through Charity Bibs, totalling to ₹ 28.51 lakh.

However, the most iconic achievement at ADHM 2018 is the story of a team coming together to achieve greatness for their organisation, marking their Silver Jubilee year. They worked extra hard and have broken all records using the Airtel Delhi Half Marathon platform, raising ₹ 9.02 crore! This makes them the Civil Society Organisation which has raised the highest funds not just at ADHM, but across all Procam International promoted distance running platforms, across 15 years. It is an amount that will join the lore of records to get broken in Marathons in India. **Congratulations to Udayan Care!**



## FROM THE PHILANTHROPY PARTNER'S DESK

"For just about any platform to show growth of 400% in five years is phenomenal! We, India Cares Foundation, would like to give a huge 'Thank you' to the platform of Airtel Delhi Half Marathon and the city of Delhi for making this possible.

Fundraising is often the unsung hero of non-profit operations. Without it organizations cease to exist. ADHM is a fundraising platform, tried, trusted and set with processes to help Civil Society Organisations (CSOs/NGOs) succeed in building relationships with donors and raising the funds to make missions possible.

We have had great encouragement this year - three stand out: 32 new CSOs participated for the first time and together raised ₹ 1.17 crore; and one of the oldest participating CSOs, Udayan Care, raised the highest ever through a platform of this stature – ₹ 9 crore! Thirdly, Team India Cares, prepared appeals for 11 small CSOs who have with the help of these appeals raised ₹ 30+ lakh.

Delhi amazes us. When we think there is no more room to push, it stretches! At India Cares we have started believing that Airtel Delhi Half Marathon could soon catch up with the Tata Mumbai Marathon in raising funds for causes. Our emphasis on encouraging individuals to raise funds is now well established with 80% of contributions this year coming from individuals and raised by individuals.

A 'thank you' is such an inadequate word, for the impact that these funds will enable CSOs (NGOs) to bring for the betterment of our Society. Until we find a stronger word... Thank You to every donor, fundraiser and CSO who have participated in Airtel Delhi Half Marathon and especially to Procam International and all sponsors for creating this platform!"

**- Murray Culshaw,  
Chairperson, India Cares Foundation**

### Philanthropy Partner

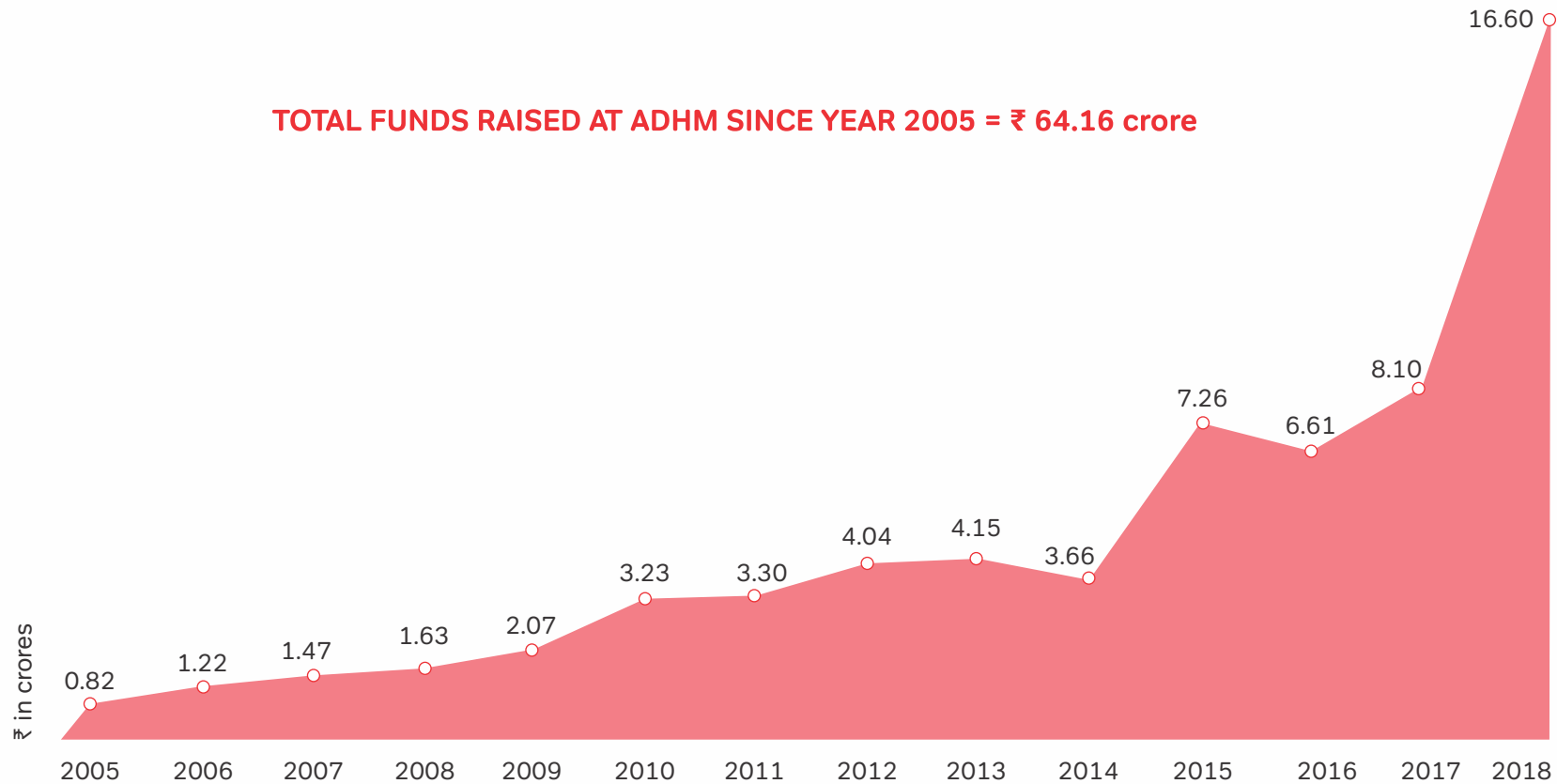


# FUNDS RAISED AT AIRTEL DELHI HALF MARATHON

## Summary of funds raised at Airtel Delhi Half Marathon 2018

Causes	Funds Raised
Care Champions – Platinum	₹ 1,02,00,121
Care Champions – Diamond	₹ 92,09,899
Care Champions – Gold	₹ 15,44,115
Care Champions – Silver	₹ 30,17,015
Youth Cares	₹ 34,84,445
iCare	₹ 77,18,086
Funds raised by CSOs by their own efforts	₹ 9,95,05,467
Corporate Cares Contributions	₹ 2,97,26,949
CSO participation (amount to ICFN)	₹ 16,61,000
<b>Total Amount Raised</b>	<b>₹ 16,60,67,097</b>

## TOTAL FUNDS RAISED AT ADHM SINCE YEAR 2005 = ₹ 64.16 crore



# CARE CHAMPIONS

**“The secret to change is to focus all of your energy not on fighting the old, but on building the new.” - Socrates**

We have this group of individuals, Care Champions and Youth Cares, who take on fundraising targets for their chosen CSOs, to ensure impact. This year we have had as champions 35 individuals who have reached out to their networks of family, friends, colleagues, alumni, friends of friends, ex-colleagues, and raised a total of ₹ 2.74 crore! Setting examples and inspiration for the next year's fundraisers, Care Champions come from varied backgrounds – CXOs, Trustees, School Children, beneficiaries of CSOs (NGOs) showing that if one Thinks, Believes, Dreams and Dares... anything is possible!

## CARE CHAMPIONS PLATINUM

A Care Champion Platinum is an individual who undertakes to raise a minimum of ₹ 10 lakh in donations for a chosen CSO. This edition we had 4 Care Champions Platinum who raised a total of ₹ 1,02,00,121 for 4 CSOs (NGOs).



### VIVEK N. GOUR

**Raised: ₹ 41,60,977**

**for Sri Sathya Sai Health and Education Trust**

Vivek has 10 years of experience serving on the Board's of large listed and private companies in USA, India & the Middle East. He specializes in Chairing the Audit and/or Compensation Committees and has extensive experience in taking a company public, raising capital and overseeing corporate governance. He has served as CEO and MD of Air Works and CFO of Genpact leading to their transformation into large successful companies. He currently sits as independent Director of – Makemytrip, Indiamart, Affle.com. He is actively involved in supporting Sri Sathya Sai Sanjeevani Hospitals which provide totally free of cost treatment for Child Heart Care to all irrespective of Caste, Religion and Nationality.

*"I retired very recently, had nothing else to do. My friend runs a large, 300 bed hospital, where free heart surgeries are given to children. He suggested participation in ADHM and I agreed to raise funds since it is not easy giving free treatment, especially in case of heart surgeries. Raising money has been a sanguine experience - some people donated as per my expectation, some way below; very encouraging was that some of my junior ex-colleagues gave larger amounts!"*

## CARE CHAMPIONS PLATINUM



### DEEPAK SHARMA

**Raised: ₹ 36,20,843  
for Udayan Care**

Mr. Deepak Sharma, he has been associated with Udayan Care as a full-time volunteer since August 2013 as the Honorary Director of 'Jagshanti Udayan Ghar' in Greater Noida, and of Udayan Care's IT training Programmes. By qualification an Electrical Engineer, he has served different corporate and PSUs for 31 years. He voluntarily quit his job with the Tata Teleservices Ltd., a telecom company, in August 2013, to fulfil his long cherished dream and desire to give back to society by getting associated with an NGO working for upliftment and education of girl child. He found Udayan Care the right platform to accomplish his dream, after being a part-time volunteer, initially for a couple of years with Udayan Care Noida Homes, even before 2013.

*"I had decided at the last ADHM that as Udayan Care is celebrating 25 years, I will take up the target of ₹ 25 lakh. I reached out to many more of my colleagues and friends from my corporate career. This was for the higher education of girls at Udayan Care, how could I not achieve and go beyond my target!"*

CARE CHAMPIONS  
**PLATINUM**



**Dr. J.S ARORA**

**Raised: ₹ 12,15,201  
for National Thalassemia Welfare  
Society-NTWS**

This is his 2<sup>nd</sup> year of fundraising over ₹ 10 lakh for the welfare of Thalassemia patients. As General Secretary of NTWS, he leads the way in making sure the organisation achieves its goals.

As a medical doctor with special interest in Haemoglobin disorder, looking after the safety of patients is in his veins. He also is a champion of Patients for Patients Safety (PFPS) since 2009. Member of advisory group PFPS, member of Ethics committee for Medical research, IIT Delhi and also at Lady Hardings Medical College & Hospital, Dr. Arora has been instrumental in getting Thalassemia, Sickle Cell anaemia and haemophilia included in the 'Rights of Persons with Disability Act 2016' as it could help in ending discrimination in employment.



## CARE CHAMPIONS PLATINUM



### JATIN ARORA

**Raised: ₹ 12,03,100  
for Lotus Petal Foundation**

Having raised more than ₹ 50 lakh for Lotus Petal in 3 years, Jatin also trains the children of the school. Running has had a remarkable difference in the attitude, focus and health of children; many children are inspired by him.

At his company 'Boot Camp Yellow' Jatin is called the Fitness Coach with a Midas touch. But to those who wake up at 4 a.m. to attend his training sessions, Jatin Arora is a lot more than a good coach – he is a mentor, motivator and as his mentees say, their 'guardian angel'. By combining his exhaustive knowledge of the science of fitness with his vast experience in the field, Jatin is known to deliver exceptional results by helping people achieve not just unprecedented levels of fitness, but also a whole new way of life. Living by every word of a very famous trainer "LIVE life Dramatically, MOVE more."

## CARE CHAMPIONS DIAMOND

A Care Champion Diamond is an individual who undertakes to raise a minimum of ₹ 5 lakh in donations for a chosen CSO. We had 6 individuals in this category who raised ₹ 92,09,899 for 4 organisations.



### DR. NANDITA CHAKRABORTY

**Raised: ₹ 65,78,550  
for Lotus Petal Foundation**

A resident of Gurgaon, she is a corporate GP & a practicing family physician for over a decade. A regular health & fitness enthusiast, her heart lies in serving the underprivileged. She runs the Healthcare program for Lotus Petal school children and their families. A mother of a teenage girl, she is one of the Healers of the world.

*“Yet another year full of blessings and sharing the work of Lotus Petal Foundation with my donors. The increase in the number of children and their holistic development each year has always been the simplest reason for my donors to continue their support to my chosen cause. This year, the first batch at Lotus Petal graduated and the students choose colleges and job options confidently. This was the single most driving factor for me to ask confidently and my donor base responded with unmatched joy & generosity! Thankful to each donor for trusting my choice and having faith in the work of Lotus Petal Foundation.”*

Dr. Nandita has raised ₹ 1.36 crore for Lotus Petal Foundation since year 2016.

## CARE CHAMPIONS **DIAMOND**



### **GEORGE ABRAHAM**

**Raised: ₹ 5,77,748  
for Score Foundation**

George started a career in advertising but in 1989 when he visited a blind school for the first time in his life, he was left shocked and disappointed with the poor conditions and facilities for children studying there. He also saw blind children playing cricket with great skill and passion. This inspired and prompted him to do something for the blind community. He launched competitive blind cricket in India in 1990 and also conceived and organized the first World Cup for Blind Cricket in 1998. During his travels to promote blind cricket across the country, George interacted with blind people across age groups and their families and several other groups of people. That's when he realized that the real problem was not blindness but people's mindset towards it. To battle and alter mindsets, he launched Project Eyeway under Score Foundation. Eyeway is a single stop knowledge resource on living life with blindness. George has been recognized and awarded several titles for his unrelenting work in this domain. He was elected as Ashoka Fellow in 2001.

*"Airtel Delhi Half Marathon gives me a chance to reach out to people across country. It helps build and maintain relations, thus fundraising becomes easier."*

CARE CHAMPIONS  
**DIAMOND**



**ARUN KUMAR BEGANI**

**Raised: ₹ 5,53,601  
for Child Heart Foundation**

*“Born in the lap of the Himalayas and having spent an active childhood in the beautiful valley town of Kathmandu, I was always an active child. An avid cyclist, badminton player, swimmer and sports enthusiast right from childhood. My parents and uncle always encouraged me to take part in activities that brought out the fearless kid in me. Moving on to Bangalore to do my Bachelors in Electronics and Communication exposed me to an urbaneness which I was relatively new to. Finally settled in Delhi since the last 20 years but have managed to keep the passionate disciplinarian in me alive.*

*Recently I came to know about CHF (Child Heart Foundation) and of the passionate work they are doing to treat each and every child with congenital heart defect born in any underprivileged family. I strongly support the work CHF is doing. To add more purpose to my running, I want to dedicate this year’s run at the Airtel Delhi Half Marathon to this cause. I ran to raise awareness and funds for CHF, as children are the future of our country and each and every child has a right to good healthcare. A humble request to the running community, supporters and friends to join in the mission of doing good.”*

## CARE CHAMPIONS GOLD

A Care Champion Gold is an individual who undertakes to raise a minimum of ₹ 2.50 lakh in donations for a chosen CSO. ADHM 2018 had 5 individuals who raised ₹ 15,44,115 for 3 CSOs.



### P. N. NARAYANASWAMY

**Raised: ₹ 4,49,733  
for Miracle Foundation**

Travel literally moves Narayanaswamy; movies, music and art inspire him. As the Captain of the ship at Travel Scope, he is the creative head, innovator and strategist, bringing to the business of curated travel planning, his life, that too without having travelled himself. While he was born to appreciate music, movies, mythology, religion, gardening, some aspects like art, textile, history, philosophy, theatre, cuisine, he has learnt to appreciate and adopt over the years. An effortless linguist, Narayanaswamy has a deep sense of pride in being an Indian - he loves the small daily rituals and traditions which he still follows, and is a curious seeker constantly opening his horizons to different geographies, cultures and people.

*“Over the years, I have been associated with Miracle Foundation India on a personal level. Our company is also associated with Miracle Foundation India. This is a great cause that uplifts orphaned children and reshapes their lives. Caroline and her team in India and the US are dedicated to this cause. Years ago, I realised what life is for children who grow without parents and a family. Being someone who was brought up by a single parent, I have some idea. But not having both is something that we cannot imagine. You only realise it when children look up to you for warmth, love and care. And so I was excited to support Miracle Foundation India when they approached me on their participation in the marathon. I believe in the cause and so with the help of my family & network, I was successful in raising the much-needed funds to give children what they deserve: A loving family.”*

CARE CHAMPIONS  
**GOLD**



**RunXtreme**

**Raised : ₹ 2,87,691  
The Naz Foundation**



**Manoj Murali**

**Raised : ₹ 2,82,700  
Bharti Foundation**



**Gautam Anand**

**Raised : ₹ 2,71,179  
Bharti Foundation**



## CARE CHAMPIONS **SILVER**

A Care Champion Silver is an individual who undertakes to raise a minimum of ₹ 1 Lakh in donations for a chosen CSO. 14 individuals committed to raise a lakh each for their cause, but have actually raised ₹ 30,17,015.



### **DR. GEETANJALI CHOPRA**

**Raised: ₹ 10,06,625  
For Wishes and Blessings**

Dr. Geetanjali Chopra is the Founder and President of Wishes and Blessings. An accomplished academic, Geetanjali gave up her career to follow her heart and set up her NGO in April 2014. Working on multiple social issues with the aim of inspiring and empowering dreams, she is a firm believer in the philosophy of "be the change you wish to see in the world". By means of her fundraising efforts in the 2017 ADHM, Geetanjali established the first Wishes and Blessings Old Age Home for women - Mann ka Tilak in April 2018 and is now working towards setting up a chain of old age homes across the country.

*"Fundraising through ADHM 2017, was a dream come true. I was able to establish an old age home for women with the funds I raised. The love, blessings and appreciation I received from the residents of the home were beyond measure- the feeling was next to none. Overwhelmed with this achievement, I launched my 2018 fundraising with double the enthusiasm and excitement. The goal was clear- I had to raise money to gift a new lease of life to the abandoned elderly, ensure that they get the love, respect and dignity they deserve while following my dream to set up more old age homes. Huge appreciation for all those who supported me, believed in my cause & helped me achieve my target."*

CARE CHAMPIONS  
**SILVER**



**Jyoti Sarwal**

Raised : ₹ 2,80,100  
Amba Foundation



**Nikita Kapoor**

Raised : ₹ 2,10,841  
Save The Children India



**Rajender Sud**

Raised : ₹ 1,95,000  
Score Foundation



**Anahat Nandini  
Singh**

Raised : ₹ 1,64,700  
Concern India  
Foundation,  
Krishna Ashram



**Gaurav Chopra**

Raised : ₹ 1,50,000  
Bharti Foundation



CARE CHAMPIONS  
**SILVER**



**Mandira Bedi**

Raised : ₹ 1,08,200  
Health and Fitness  
Trust



**Shobri Ghosh**

Raised : ₹ 1,02,262  
National Thalassemia  
Welfare Society - NTWS



**K.C. Narendran**

Raised : ₹ 1,02,179  
Bharti Foundation



**Manish Dixit**

Raised : ₹ 1,00,955  
Bharti Foundation



**Gagandeep Singh**

Raised : ₹ 1,00,141  
National Thalassemia  
Welfare Society - NTWS

CARE CHAMPIONS  
**SILVER**



**Arvinder Pal  
Singh Bhalla**

**Raised : ₹ 1,00,002  
Score Foundation**



**KRIS NAGDEV**

**Raised: ₹ 1,96,010  
for Concern India Foundation**

**YOUNGEST  
CARE  
CHAMPION**

16 year old Kris is a student in Grade 11 at Pathways School, Noida. He loves running and is also the football captain of his school. Apart from academic and sports, he also believes in trying to help and improve the life of underprivileged in our community.

*"Getting an education is not simply related to sending children for free schooling provided by the Government, there are additional costs that the Government does not acknowledge. For this reason, external support is needed in order to break this cycle, that is what I want to do. A change must be brought no matter how big or how small, because once this cycle is broken a good future is assured for the unprivileged."*

## YOUTH CARES

Youth Cares Team is a team of three students who take on a target of raising a minimum of ₹ 75,000 for a chosen CSO (NGO). This section has made the youth more conscious of their civic responsibility and the disparity in our Society. This year we had 2 teams, both being the beneficiaries of the respective organisation raising funds to support children from their background. These 6 children together have raised ₹ 34,84,445.



### **RINKU KUMARI, MD. AFTAB ALAM AND KISHAN LAL** **Raised: ₹ 31,43,980** **for Lotus Petal Foundation**

Rinku Kumari (13 years), Md. Aftab Alam (14 years) and Kishan Lal (14 years), study at the Pratishthan Learning Centre of Lotus Petal Foundation.

*"We are very pleased that many people choose to support our school each year. We are thankful to each and every person who donated this year too. Your support will not only help us have continued education but we will also be able to have more admissions in our school. Thank You!"*



### **RAJKUMAR SINGH (15 years),** **RAJA KUMAR (17 years),** **SHIVAM GAUTAM (15 years)** **Raised: ₹ 3,40,465** **for Diksha**

# iCARE FUNDRAISERS

The way to change the world is through taking individual responsibility and taking local action in your own community. iCare fundraisers are individuals who decide their own targets, start small but keep increasing their goals as and when the last one is achieved. We have had 169 individuals who have raised ₹ 77.18 lakh, an average of ₹ 45,000 per iCare fundraiser!

**iCARE  
FUNDRAISERS**



**RANJANA MAHAJAN**

**Raised: ₹ 5,17,200  
for Sukarya**

*"It was amazing and life learning experience for raising money at ADHM. We are able to connect with all our acquaintances and also educate people about Sukarya's work for women empowerment and upliftment."*



**ANIL CHAWLA**

**Raised: ₹ 5,04,100  
for Save The Children India**

*"It was a great event and a learning experience for me. Nothing stopped me from enjoying my run as I had a cause in mind to support Save the Children India. I hope I'm able to inspire & motivate fellow runners to run for a cause and give back to our society. Every little effort helps. My personal favourite quote by Mother Teresa 'Give, but give until it hurts'."*

## TOP iCARE FUNDRAISERS

Company Name	Supported Organisation	Amount
Shanta Sharan	Diksha	₹ 4,22,624
Virender Sangwan	Dr. Shroff's Charity Eye Hospital	₹ 3,01,566
Kunal Vishnu	Isha Vidhya	₹ 2,14,156
Shipra Shukla	Sukarya	₹ 3,61,311
Kanchan Singh	Isha Vidhya	₹ 2,09,532
Lokesh Siddhu	Isha Vidhya	₹ 2,07,566
Xerxes Rao	Sense International India	₹ 1,58,808
Sarthak Kapoor	Sukarya	₹ 1,74,751
Biswajyoti Hazarika	Bordoisila Foundation	₹ 1,20,809
Shubhang Munjal	Sukarya	₹ 1,00,010
Shelja Munjal	Sukarya	₹ 1,00,001
Raghavendra Singh	Action for Ability Development and Inclusion	₹ 1,00,000
Aashray Gupta	Action for Ability Development and Inclusion	₹ 98,100
Balkomal Kaur	Bharti Foundation	₹ 98,000
Devendra Sharma	Sukarya	₹ 60,500
Rahul Shrivastava	Isha Vidhya	₹ 90,119
Lalit Marwah	Responsetnet Development Services	₹ 81,110
Dharmender Khajuria	Bharti Foundation	₹ 80,761

## TOP iCARE FUNDRAISERS

Company Name	Supported Organisation	Amount
Neeraj Katoch	Udayan Care	₹ 80,625
Saswato Mitra	Sense International India	₹ 78,589
Arshpreet Kaur	Bharti Foundation	₹ 76,751
Rajat Singhal	Responset Development Services	₹ 75,000
Chhondira Chatterjee	Diksha	₹ 74,184
Ashish Satpathy	Isha Vidhya	₹ 73,707
Amitabh Negi	Responset Development Services	₹ 68,951
Gaurav Kumar	Isha Vidhya	₹ 66,622
Karlygash Omurbayeva	Responset Development Services	₹ 64,101
Alok Sinha	Isha Vidhya	₹ 62,379
Geeta Pooja Rihana	Karm Marg Charitable Society	₹ 62,313
Nandini Hazarika	Bordoisila Foundation	₹ 58,030
Vikrant Sharan	Diksha	₹ 58,000
Shruti Chopra	Action for Ability Development and Inclusion	₹ 55,500
Kashika Aditya Rishaan	Wishes and Blessings	₹ 51,688
Deepak Chowdhary	Sukarya	₹ 51,411
Jabish Gohlyan	Diksha	₹ 50,278
Tarunjit Singh	Ina Raja Memorial Education Trust	₹ 50,100

## TOP iCARE FUNDRAISERS

Company Name	Supported Organisation	Amount
Ipsita & Indranath	World Without GNE-Myopathy (India)-WWGM	₹ 50,011
Harmeem Mehta	Bharti Foundation	₹ 47,871
Sumeet Aggarwal	Score Foundation	₹ 46,063
Gopika Amisha Amarty	Joining Hands	₹ 43,600
Prajvi Sharanya Arunima	The Naz Foundation (India) Trust	₹ 43,050
Ishan Joshi	Score Foundation	₹ 43,010
Rashmi Verma	The Cancer Charity	₹ 42,950
MMH Beg	Bharti Foundation	₹ 41,533
Amit Tripathi	Bharti Foundation	₹ 40,801
Ankit Jain	Udayan Care	₹ 39,950
Manish Singh	The Naz Foundation (India) Trust	₹ 38,801
Smita Jain	Concern India Foundation	₹ 36,000
Anup Kalra	Udayan Care	₹ 35,971
Vajeera	Joining hands	₹ 35,100



# CORPORATE CARES

This category allows companies to build a strong relationship with its employees, while meeting CSR and Wellness Goals. Teams work together towards training, supporting a cause and having Fun on race day! The Airtel Delhi Half Marathon saw 66 companies fielding 88 Corporate Cares Teams, together raising ₹ 2.97 crore benefitting 34 CSOs.

## CORPORATE CARES



### HIGHEST FUNDRAISING CORPORATE

**FLUOR INDIA PVT. LTD.**

**Raised: ₹ 6,68,889 by 1107 employees.**

**Total amount (company contribution and employee fundraising): ₹ 17,93,889**

**for Khushboo Welfare Society, Literacy India, Association for Rural and Urban Needy - Delhi Rainbow Homes**

Employees at Fluor take this challenge year on year in getting not just those 200+ employees to run on Race Day, but also to raise funds through their colleagues, families, friends and vendors. In the 5<sup>th</sup> edition since 2014, employees of Fluor have raised ₹ 36 lakh for their causes!

It's always a great experience to "Run For Cause" in the Airtel Delhi Half Marathon, its gives eternal happiness if you make at least one person smile.

*"The life of a man consists not in seeing visions and in dreaming dreams, but in active charity and in willing service"*

*"We make a living by what we get, but we make a life by what we give."*

## CORPORATE CARES



### HIGHEST CONTRIBUTING CORPORATE

**HERO MOTORCORP LTD.**

**Raised: ₹ 29,00,000**

**for CRY - Child Rights And You**

*"At Hero MotoCorp, the principles of CSR are integral to the way we conduct our business. It comes from the conviction of our founder chairman – he believed that we must give back to society from whose resources we generate wealth. Manufacturing Happiness is more than a tagline – it is the bottom line of brand Hero as well as the company's work culture. We believe that when man, machine and nature work together in harmony, they will not only minimize and mitigate any environmental impact, but also develop a sustainable ecosystem. Our CSR efforts are nurtured under the umbrella of Hero We Care and the flagship programmes match our CSR vision of having a Greener, Safer and Equitable World.*

*With the same belief and intent we have been participating in Airtel Delhi Half Marathon consistently as a corporate participant in association with CRY supporting the cause of underprivileged children for last three consecutive year. At the Airtel Delhi Half Marathon 2018, we had around 300 employees participating in different categories and the scale of our participation further emphasizes our focus on the wellness agenda helping Hero create an environment wherein, every employee can participate, stay healthy and motivated, thus fueling individual and organization performance.*

*As a corporate citizen, there's nothing better than supporting underprivileged children for education around you while taking care of your own wellness."*

- Mr. Vijay Sethi, Chief Information Officer, Head Corporate Social Responsibility, Chief Human Resource Officer

## CORPORATE CARES



### **HIGHEST FUND RAISING EMPLOYEE**

**RAGHAVENDRA SINGH from Kotak  
Mahindra Bank Ltd.**

**Raised: ₹ 1,00,000**

**for AADI & VISHWAS**

Kotak Bank, each year, encourages employees to participate in Airtel Delhi Half Marathon by mixing Compassion with Passion. Every team member of Corporate Cares Team has to raise funds to be a part of this team! Mr. Raghavendra Singh leads this from the front by raising funds for 2 CSOs working with the differently abled to show 'We Care'.

**CORPORATE  
CARES**

<b>Company Name</b>	<b>Supported Organisation</b>	<b>Amt. Contributed</b>
Aegis Customer Support Pvt. Ltd.	Bharti Foundation	₹ 1,75,000
Andrew Telecommunications India Pvt. Ltd.	Bharti Foundation	₹ 1,75,000
Apollo Tyres Ltd.	Apollo Tyres Foundation	₹ 8,75,000
Arista Networks	Bharti Foundation	₹ 1,75,000
Avaya India Private Ltd.	Bharti Foundation	₹ 1,75,000
Bajaj Electricals Ltd.	Paryavaran Mitra	₹ 10,00,000
Bharti AXA Life Insurance Co. Ltd	Bharti Foundation	₹ 2,75,000
Bharti Infratel Ltd.	Bharti Foundation	₹ 10,00,000
Bharti Realty Holdings Ltd.	Bharti Foundation	₹ 2,75,000
Bird Group	Sukarya	₹ 15,00,000
BlackRock	Miracle Foundation India	₹ 3,75,000
Blue Star Ltd.	Blue Star Foundation	₹ 5,50,000
C & S Electric	Wishes and Blessings	₹ 1,75,000
Ceragon Networks (India) Pvt. Ltd.	Bharti Foundation	₹ 2,75,000
Ciena Communications India Pvt. Ltd.	Bharti Foundation	₹ 3,75,000
Cisco System India Pvt. Ltd.	Bharti Foundation	₹ 1,75,000
Concentrix Daksh Services India Pvt. Ltd.	Lotus Petal Foundation	₹ 10,00,000
Dalmia Bharat Limited	Bharti Foundation	₹ 1,75,000
Delta Electronics India Pvt. Ltd.	Udayan care	₹ 1,75,000
ECI Telecom India Pvt. Ltd	Bharti Foundation	₹ 1,75,000
Ericsson India Pvt. Ltd.	Bharti Foundation	₹ 2,75,000
Macquarie Global Services Pvt. Ltd.	The Naz Foundation (India) Trust	₹ 13,75,000

**CORPORATE  
CARES**

<b>Company Name</b>	<b>Supported Organisation</b>	<b>Amt. Contributed</b>
ERM India Pvt. Ltd.	Ina Raja Memorial Education Trust	₹ 1,75,000
FieldFresh Foods Pvt. Ltd.	Bharti Foundation	₹ 1,75,000
Futures First Info Services Pvt. Ltd.	Etasha Society	₹ 3,75,000
Go-MMT	Udayan care	₹ 2,75,000
GroupM Media India Pvt. Ltd.	Bharti Foundation	₹ 1,75,000
GSK Consumer Healthcare India Pvt. Ltd.	Smile Train India	₹ 5,00,000
Guardian India Operations Pvt. Ltd.	Sri Sathya Sai Sanjeevani Hospital	₹ 5,00,000
HDFC Ergo General Insurance Company Ltd.	Care India	₹ 8,25,000
HDFC Ltd.	Ek Koshish Special School	₹ 1,75,000
HDFC Standard Life Insurance Company Ltd.	Habitat for Humanity India	₹ 2,75,000
Hexaware Technologies Ltd.	Vidya and Child	₹ 1,75,000
HPCL Mittal Energy Ltd.	Bharti Foundation	₹ 1,75,000
Huawei Telecommunications (India) Co. Pvt. Ltd.	Bharti Foundation	₹ 3,75,000
ICICI Prudential Life Insurance Co. Ltd.	Catalysts for Social Action- CSA	₹ 2,75,000
Indian Energy Exchange Ltd.	Udayan care	₹ 1,75,000
Indus Towers Ltd.	Bharti Foundation	₹ 5,00,000
Ingersoll Rand.	Uthaan	₹ 5,50,000
JLT Independent Insurance Brokers Pvt. Ltd.	Bharti Foundation	₹ 1,75,000
Jubilant Bhartia Group	Jubilant Bhartia Foundation	₹ 15,00,000
Kotak Mahindra Bank Ltd.	AADI; VISHWAS	₹ 9,33,060
Kuehne + Nagel Pvt. Ltd.	Bharti Foundation	₹ 1,75,000

**CORPORATE  
CARES**

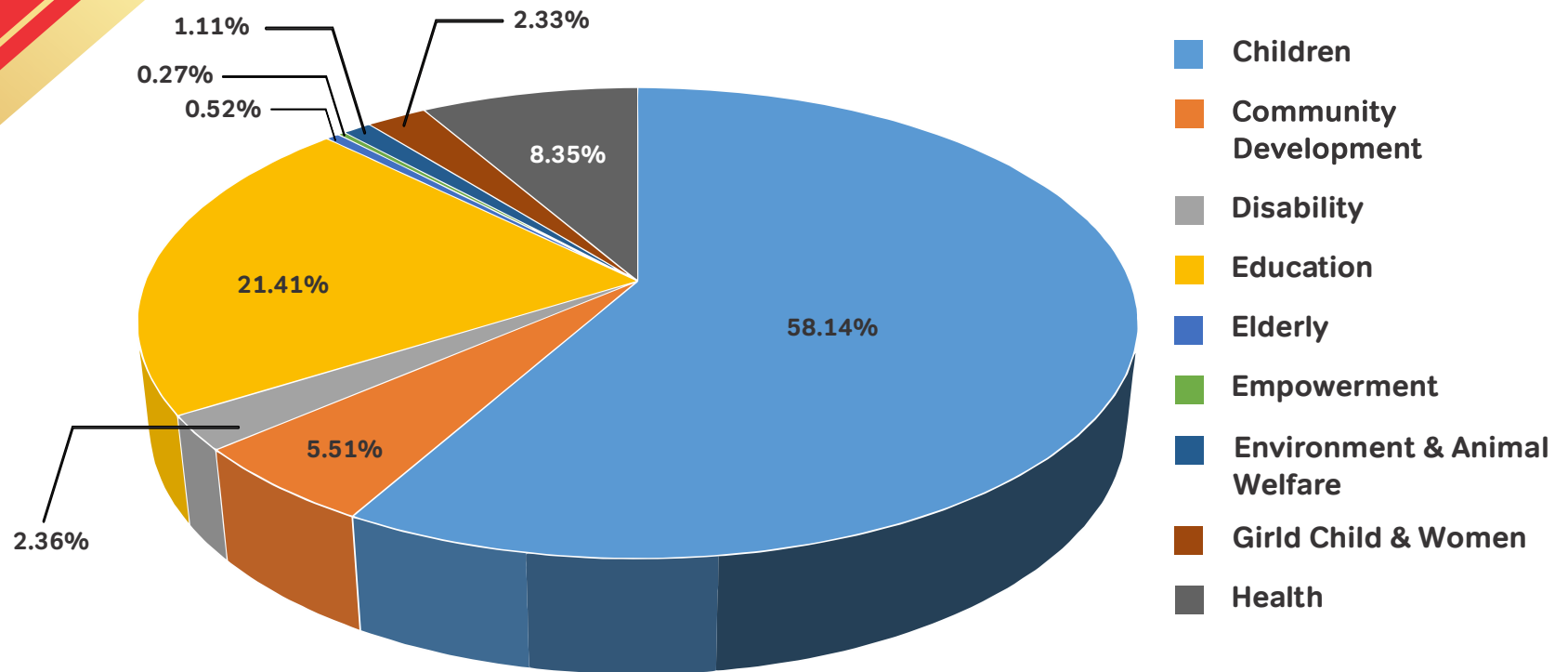
<b>Company Name</b>	<b>Supported Organisation</b>	<b>Amt. Contributed</b>
MediaReach OMD.	Bharti Foundation	₹ 1,75,000
NBCC (India) Ltd.	Healthy Aging India	₹ 2,75,000
Nokia Solutions & Networks (I) Pvt. Ltd.	Bharti Foundation	₹ 1,75,000
NTT DATA	Lotus Petal Foundation	₹ 2,75,000
OLX India Pvt. Ltd.	CRY - Child Rights and You	₹ 3,75,000
Oneshield India Pvt. Ltd.	Dwarkamai Seva Trust	₹ 1,75,000
PC Solutions Pvt. Ltd.	Bharti Foundation	₹ 1,75,000
Pidilite Industries Ltd.	Sukarya	₹ 1,75,000
Pilot Industries Ltd.	Child Care & Development Foundation	₹ 3,75,000
Red Hat India Pvt. Ltd.	Bharti Foundation	₹ 1,75,000
ReNew Power Ltd.	Prayas Juvenile Aid Centre (JAC) Society	₹ 5,00,000
Rosenberger Electronic Co. (India) Pvt. Ltd.	Bharti Foundation	₹ 1,75,000
Schindler India Pvt. Ltd.	Habitat for Humanity India	₹ 2,75,000
Schneider Electric	Bharti Foundation	₹ 1,75,000
Sentiss Foundation	Concern India Foundation	₹ 3,75,000
Serenia	Healthy Aging India	₹ 5,00,000
Sony Pictures Network India Pvt. Ltd.	Bharti Foundation	₹ 2,75,000
TetraPak	Charities Aid Foundation (CAF) India	₹ 2,75,000
TLG India Pvt. Ltd (Performics)	Bharti Foundation	₹ 1,75,000
UT Starcom India Telecom Pvt. Ltd.	Bharti Foundation	₹ 2,75,000
Velocis Systems Pvt. Ltd.	Bharti Foundation	₹ 5,00,000

# PARTICIPATING CSOs

Civil Society Organisations - CSOs (NGOs), across India, participate in the platform of Airtel Delhi Half Marathon as it gives a valuable opportunity to build their visibility among the general public and corporates. It also gives a chance to engage all stakeholders - donors, staff member, employees of companies, beneficiaries and trustees to Run together, be a Team. A large part of funds generated is 'Undesignated' which helps in strengthening the internal capacity and fill gaps in funded projects. The best fallout - when the community served by the CSOs gets involved, be it in fundraising and/or on race day - they start working towards making their lives so much better, it is an inspiring experience to be an inclusive part of the society!



## CAUSE-WISE FUNDS RAISED AT AIRTEL DELHI HALF MARATHON 2018



Cause	Funds Raised	Percentage
Children	₹ 9,65,23,037	58.14%
Community Development	₹ 91,42,463	5.51%
Disability	₹ 39,17,622	2.36%
Education	₹ 3,56,00,815	21.73%
Elderly	₹ 8,65,000	0.52%
Empowerment	₹ 4,50,275	0.27%
Environment & Animal Welfare	₹ 18,35,955	1.11%
Gird Child & Women	₹ 38,75,608	2.33%
Health	₹ 1,38,56,332	8.35%



## HIGHEST FUNDRAISING CSO

**UDAYAN CARE**

**Raised: ₹ 9,02,35,153**

**Highest amongst cause - Children**

Udayan Care transforms young lives by Protecting and Nurturing vulnerable children and youth, Igniting the spark in young women to pursue higher education, creating livelihoods through digital education & skill building and Advocating the rights of children and youth.

**Since 2008, Udayan Care has raised ₹ 2.77 Crore through the platform of ADHM, and now show a 326% jump in 2018!**

*"This year was a special year as we began the celebration of our Silver Jubilee. Udayan Care has been participating in ADHM over the years raising funds for its cause. We have been No. 3 for last few years under the CSO category. It is worth mentioning here that Udayan Care did hold pole position in initial years which we have reclaimed again this year. We planned a different strategy this time around to try to be no 1. Perhaps the new found strategy worked.*

*I can state with conviction that ADHM is definitely the most well planned and organised event conducted at such a large level. Would like to thank everyone who was associated in smooth conduct of the event.*

*Now coming to Udayan Care being No. 1 CSO fundraiser this year, I would like to thank each and every individual /organisation who reposed faith, belief and trust in the work we are doing, which is aligned with our vision and mission. The support of so many people is a testimony of their belief in our work. Let's continue to walk together the treaded path to achieve higher goals to regenerate the rhythm of life of the disadvantaged."*

*- Dr. Kiran Modi, Founder Managing Trustee and Mr. Deepak Sharma - Hon Secretary.*





## 2<sup>nd</sup> HIGHEST FUNDRAISING CSO

**LOTUS PETAL FOUNDATION**

**Raised: ₹ 1,78,83,610**

**Highest amongst cause - Education**

What started as a modest school with 7 children in a shopping arcade, is a movement that brings together individuals and organizations from all across the planet, who donate towards providing free, private-school like, quality education to the children living in the slums of Gurugram, India. The school aims at grooming students who are confidently bilingual and have skill-based education that leads them directly to the job market. Today, Lotus Petal Foundation with 450+ underprivileged children from K- 12.

**This being Lotus Petal's fifth year of participation in Airtel Delhi Half Marathon, till date they have raised over ₹ 5 crore to help their cause.**

*"We are focused on providing the best learning environment for an underprivileged child. Our commitment to quality education, good nutrition and vocational training options based on market research have enabled our students to be confident in navigating their life into the mainstream society. Our committed donor base resonates our sentiment and is truly aligned with the vision of Lotus Petal Foundation. A life of dignity for each child. Like each year our corporate partners and individual donors generously supported our work. Their support gives us immense assurance and confidence to pursue our chosen path."*

*- Kushal Raj Chakravorty, Founder, Lotus Petal Foundation.*





### **3<sup>rd</sup> HIGHEST FUNDRAISING CSO**

**BHARTI FOUNDATION**  
**Raised: ₹ 1,22,55,600**

Bharti Foundation was set up in 2000 to help "underprivileged children and young people of our country realize their potential". The Satya Bharti School Program provides free quality education to more than 45,000 underprivileged children through 249 primary/elementary schools and five senior secondary schools which are operational across the villages of Punjab, Rajasthan, Haryana, Uttar Pradesh, Tamil Nadu and West Bengal.

The schools aim to transform the children into educated, employable and responsible citizens of tomorrow. The schools provide free quality education to the children with a special focus on the girl child. In addition to free education, the schools also provide free mid- day meals, text books, note books, shoes and other stationary items to all the students.

**ADHM has been adding to their requirements of supporting 45,000+ children by generating ₹ 9.53 crore to date since 2008.**

*"The ADHM platform has really helped us connect with several corporates and help raise funds for our education programs. It has been wonderful to have had this association for so many years."*

*- Mamta Saikia, COO, Bharti Foundation.*



## FUNDRAISING CSOs AT AIRTEL DELHI HALF MARATHON 2018



**AADI - Action for Ability  
Development & Inclusion**  
Raised: ₹ 12,01,410  
*Highest Amongst Cause: Disability*

AADI, a national level organization, works for the rights of people with disability in Delhi - NCR.



**All Creatures Great  
& Small (ACGS)**  
Raised: ₹ 6,464  
Cause : Environment &  
Animal Welfare

All Creatures Great and Small is a non-profit organization that works towards providing cruelty free and a safe environment to animals.



**Amba Foundation**  
Raised: ₹ 3,07,000  
Cause : Education

Empowering marginalized communities through 360° support in areas of Education, Health Vocational Training, Advocacy & Awareness of Rights and Welfare Schemes.



**Apollo Tyres Foundation**  
Raised: ₹ 7,95,000  
Cause : Health

To inform, educate and bring behavioural change in the identified target population (Customers, Employees, Supply Chain Partner and Community) with respect to HIV-AIDS & Sexually Transmitted Infection.



**Art Of Charity Organization  
(iCharity)**  
Raised: ₹ 6,300  
Cause : Community Development

iCharity enlists NGOs operating in India and provides them with an efficient donation mechanism where interested donors can make donations to the cause of their choice implemented by the NGOs.



**Association for Rural  
and Urban Needy - Delhi  
Rainbow Homes**  
Raised: ₹ 5,62,963  
Cause : Education

Working towards the rights of homeless children on the streets of Urban India, by providing them shelter, livelihood and healthcare support.

## FUNDRAISING CSOs AT AIRTEL DELHI HALF MARATHON 2018



**Astha**  
Raised: ₹ 1,45,750  
Cause : Disability

Taking issues in relation to persons with disabilities from grass root to policy level.



**Bal Utsav**  
Raised: ₹ 1,70,150  
Cause : Education

Bal Utsav brings life-changing education to children in developing nations.



**Blind Cricket Association**  
Raised: ₹ 6,700  
Cause : Disability

We work for rehabilitation, upliftment & betterment of blind people through Cricketing Activities at grass root level to national and international level.



**Blue Star Foundation**  
Raised: ₹ 5,00,000  
Cause : Education

It supports various activities in education, health, support women and children, senior citizens, disability and environment.



**Bordoisila Foundation**  
Raised: ₹ 2,61,991  
Cause : Environment & Animal Welfare

Working to SAVE RHINO - this last survivor of the era of dinosaurs and the pride of Assam and India.



**CARE India Solutions for Sustainable Development**  
Raised: ₹ 7,50,000  
Cause : Girl Child & Women

CARE India helps alleviate poverty and social exclusion by facilitating empowerment of women and girls from marginalised communities in India.

## FUNDRAISING CSOs AT AIRTEL DELHI HALF MARATHON 2018



**Catalysts for Social Action- CSA**  
Raised: ₹ 2,61,400  
Cause : Children

Work as a “catalyst” focusing on holistic approach to child care and optimal rehabilitation outcome for orphaned children in 4 states (Maharashtra, Madhya Pradesh, Goa & Odisha).



**Charities Aid Foundation (CAF) India**  
Raised: ₹ 2,50,000  
Cause : Education

We support all socio development causes that positions us uniquely to address a wide cross sectoral span of donor interests.



**Child Care and Development Foundation - CCDF**  
Raised: ₹ 3,40,000  
Cause : Education

CCDF is working towards the education of street and underprivileged children.



**Child Heart Foundation**  
Raised: ₹ 5,77,101  
Cause : Health

CHF works for helping children born with Congenital Heart Disease (CHD), with a focus on families who are financial weak to meet the requirements for heart surgery.



**Concern India Foundation**  
Raised: ₹ 6,62,710  
Cause : Community Development

We work with and through grassroots organisations with not just funding, but also capacity building, systems and planning, so that they are able to continue their work even after the duration of our financial support.



www.cry.org  
Ensuring lasting change for children

**CRY - Child Rights and You**  
Raised: ₹ 30,21,450  
Cause : Children

Works towards ensuring a lasting change in the lives of underprivileged children across 23 states in the country.

## FUNDRAISING CSOs AT AIRTEL DELHI HALF MARATHON 2018



**Cuddles Foundation**  
Raised: ₹ 6,300  
Cause : Health

Our mission is to give every single child suffering from cancer a chance at a cure. We do this by giving them access to best nutrition, supplements and education about nutrition.



**Diksha**  
Raised: ₹ 9,49,531  
Cause : Education

DIKSHA is a volunteer-driven non-profit school striving to empower children who come from economically weaker sections and equip them with the requisite knowledge and life skills to help them lead their lives with dignity, responsibility and purpose.



**Dr. Shroff's Charity Eye Hospital**  
Raised: ₹ 6,81,418  
Cause : Health

To make a lasting impact on the eradication of blindness and deafness in India by providing quality care to all sections of the society.



**Dwarakamai Seva Trust**  
Raised: ₹ 1,60,000  
Cause : Elderly

Home to orphaned elderly persons.



**EK - Koshish Special School**  
Raised: ₹ 1,60,000  
Cause : Disability

EK - Koshish is extensively working for children and adults with cross-disabilities. The mission is to provide educational & employment opportunities.



**End Poverty**  
Raised: ₹ 6,300  
Cause : Girl Child & Women

End Poverty is working for deprived community in Alwar district of Rajasthan state in the area of girls education, environment and poverty alleviation.



## FUNDRAISING CSOs AT AIRTEL DELHI HALF MARATHON 2018



**Etasha Society**  
Raised: ₹ 3,41,925  
*Highest Amongst Cause:*  
**Empowerment**

We envision a future where every Indian is self-reliant and leads a dignified and productive life.



**Fight Hunger Foundation**  
Raised: ₹ 6,300  
Cause : Children

To address the causes and effects of acute malnutrition in children under 5 years of age in India.



**Growth Foundation of India**  
Raised: ₹ 5,300  
Cause : Community  
Development

We believe in a holistic 360-degree development. The mission of our organization is to empower our community by creating choices for themselves and their families, allowing them to transform their own lives and ensuring an irreversible change for good.



**Habitat for Humanity India Trust**  
Raised: ₹ 5,05,850  
Cause : Community Development

Habitat for Humanity India works to address poverty housing and sanitation issues through various shelter and community lead sanitation initiatives.



**Health Fitness Trust**  
Raised: ₹ 1,04,200  
Cause : Girl Child & Women

For the safety of girls/women in society, HFT is running "Women Safety " programs in schools & institutions to make our women physically and mentally strong.



**Healthy Aging India**  
Raised: ₹ 7,05,000  
*Highest Amongst Cause:* **Elderly**

We provide FREE comprehensive health care services to vulnerable elderly staying at oldage homes of Delhi and run Intergenerational Learning Centre (IGLC) to provide holistic education to less privileged students of Delhi (NCR).

## FUNDRAISING CSOs AT AIRTEL DELHI HALF MARATHON 2018



**Hope Ek A.S.H.A.**  
Raised: ₹ 1,88,285  
Cause : Health

Mission of "Hope Ek A.S.H.A." to establish an "Alzheimer Home cum Day Care Centre" in Delhi/NCR.



**Icha Foundation**  
Raised: ₹ 1,10,517  
Cause : Children

Icha Foundation, an NGO based in Kondakarla, Andhra Pradesh, cares for abandoned children with disabilities.



**Ina Raja Memorial Education Trust**  
Raised: ₹ 4,03,000  
Cause : Education

Working for the last 21 years towards education of underprivileged children in west Delhi. Since 2017 we have also started a nutrition and healthcare program for the 50 youngest children at the Trust.



**Indo-Global Social Service Society - IGSSS**  
Raised: ₹ 1,700  
Cause : Community Development

Works for development, capacity building and enlightenment of vulnerable communities across country for their development and contribution into Society.



**iPartner India**  
Raised: ₹ 1,43,150  
Cause : Children

iPartner India's mission is to give voice to grassroots NGOs and inspire individuals & businesses to join efforts in creating a better India.



**Isha Vidhya**  
Raised: ₹ 11,35,902  
Cause : Education

To make quality education accessible & affordable to the rural poor children.

## FUNDRAISING CSOs AT AIRTEL DELHI HALF MARATHON 2018



**Joining Hands**  
Raised: ₹ 1,05,500  
Cause : Empowerment

Skill development & enhancing employability by providing education, training and developing skills of urban poor youth.



**Jubilant Bhartia Foundation**  
Raised: ₹ 13,65,000  
Cause : Health

Jubilant Bhartia Foundation is implementing its projects in the domain of education, health, livelihood and social entrepreneurship in 5 states of India.



**Karm Marg Charitable Society**  
Raised: ₹ 3,64,482  
Cause : Children

A residential home for vulnerable & destitute children in Faridabad providing a safe, loving and stimulating environment for a self-reliant future.



**Khushboo Welfare Society**  
Raised: ₹ 5,62,963  
Cause : Disability

We enhance the discovered potential in individuals challenged with cognitive and physical impairments, for equal and contributory participation in society.



**Kost - Kadambini Charitable Trust**  
Raised: ₹ 3,07,300  
Cause : Health

The Trust is working on creating awareness about musculoskeletal and deformities by (1) Teaching, (2) Health Camp Screening, (3) Free and Subsidies Spine Surgery mainly in Orissa & NCR region in Delhi.



**Krishna Ashram**  
Raised: ₹ 77,300  
Cause : Environment & Animal Welfare

Krishna Ashram aims to create an environment which makes the animal feel happy, and respects intrinsic value of animal lives.

## FUNDRAISING CSOs AT AIRTEL DELHI HALF MARATHON 2018



**Literacy India**  
Raised: ₹ 5,62,963  
Cause : Education

Literacy India's endeavor is to meet this objective through imparting basic education and through exposing our students to a variety of vocational skills in performing arts, computer etc.



**Madhyanchal Forum**  
Raised: ₹ 9,100  
Cause : Girl Child & Women

Leadership building among most marginalized communities directly and through partners in 6 states.



**Magic Bus India Foundation**  
Raised: ₹ 2,850  
Cause : Empowerment

Magic Bus breaks the poverty cycle, one child or youth at a time. We take children and youth on a journey from childhood to livelihood, steering them towards a better life with better awareness, better life skills and better opportunities.



**Miracle Foundation India**  
Raised: ₹ 8,39,034  
Cause : Children

Transforming struggling children's homes (orphanages) in rural India into loving, nurturing homes where orphans can thrive and truly change the story of their lives.



**MSF India**  
Raised: ₹ 48,717  
Cause : Health

To provide medical care to those who need it most, regardless of race, religion, gender or political affiliation.



**Nada India Foundation**  
Raised: ₹ 63,810  
Cause : Children

Nada India advocates for healthy public policies to prevent and control non-communicable diseases (NCDs), child friendly, gender sensitive and drug free healthy life style.

## FUNDRAISING CSOs AT AIRTEL DELHI HALF MARATHON 2018



**NalandaWay Foundation**  
Raised: ₹ 11,800  
Cause : Education

Transforming the lives of underprivileged children using arts in Tamil Nadu and Delhi NCR.



**National Social Society**  
Raised: ₹ 6,300  
Cause : Education

Primary education through remedial class for poor student.



**National Thalassemia Welfare Society - NTWS**  
Raised: ₹ 23,61,123  
Cause : Health

Productive life for all Thalassemics. Optimum treatment within the reach of every Thalassemic in India and to control the birth of Thalassemia major by 2025.



**OPIS Foundation**  
Raised: ₹ 8,400  
Cause : Education

Devoted for Creating platform to Enrich Human Life through skill development & education to create an enlightened society.



**Paryavaran Mitra**  
Raised: ₹ 9,10,000  
*Highest Amongst Cause: Environment & Animal Welfare*

Paryavaran Mitra's main objective is to work in the direction to prevent air, water, land and sound pollution, so as to make this world a better place to live for our future generations.



**People for the Ethical Treatment of Animals (PETA) India**  
Raised: ₹ 39,700  
Cause : Environment & Animal Welfare

PETA's motto: animals are not ours to eat, wear, experiment on or use for entertainment.

## FUNDRAISING CSOs AT AIRTEL DELHI HALF MARATHON 2018



**Pragati**  
Raised: ₹ 15,100  
Cause : Education

Pragati focuses on providing quality primary education to underprivileged children in Gurgaon.



**Prayas Juvenile Aid Centre (JAC) Society**  
Raised: ₹ 4,55,000  
Cause : Children

To reach to the unreachable through multiple services such as education, shelter, nutrition, health, vocational training, social and economic empowerment in 09 states of the country.



**Prism Foundation**  
Raised: ₹ 13,345  
Cause : Education

Prism Foundation ensures the society to enhance the education level of those who suffering from financial crisis.



**Professional Assistance for Development Action (PRADAN)**  
Raised: ₹ 1,755  
Cause : Community Development

Enabling marginalized people (rural women) to earn a decent living and living a dignified life.



**Railway Children India**  
Raised: ₹ 5,700  
Cause : Children

We strives for sustainable change in the lives of children who are alone and at risk on the streets.



**Ramakrishna Mission Ashrama ROSHNI**  
Raised: ₹ 51,652  
Cause : Disability

ROSHNI established 1998, Rehabilitation persons with Neurological developmental disabilities; Lifespan Approach- Early Intervention, Special school, Vocational Training, Inclusive Education.

## FUNDRAISING CSOs AT AIRTEL DELHI HALF MARATHON 2018



**Rang De**  
Raised: ₹ 13,475  
Cause : Community Development

Our mission is to make poverty history in India by reaching out to underserved communities through microcredit.



**Red Paws Rescue**  
Raised: ₹ 40,500  
Cause : Environment & Animal Welfare

Our main focus is animal birth control (ABC) in which we conduct area wise sterilisation surgeries of stray dogs and cats. Currently taking care of South Delhi areas of GK 1, Hauz Khas, Hauz Khas Village, Zamrudpur.



**ResponseNet Development Services**  
Raised: ₹ 3,36,362  
Cause : Health

With the need to fight hunger we connect meals to those in need everyday to help realise their potential across 10 cities in India.



**Sachhi Saheli**  
Raised: ₹ 6,350  
Cause : Education

To foster proper menstrual health & hygiene and uplift women/girls through disseminating proper education.



**Saksham**  
Raised: ₹ 5,700  
Cause : Disability

Empowering the special gifts of the blind to energize India's growth story.



**Sashakt**  
Raised: ₹ 2,850  
Cause : Education

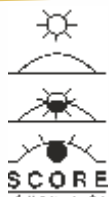
Our main focus is to give education to children with or without disabilities by providing them life skill training, vocational training, remedial education and other therapeutic services.

## FUNDRAISING CSOs AT AIRTEL DELHI HALF MARATHON 2018



**Save The Children India**  
Raised: ₹ 9,83,541  
Cause : Children

An integrated community development approach towards access to quality education, enhancing employability, access to gender justice and behavioural change health promotion.



**Score Foundation**  
Raised: ₹ 10,43,723  
Cause : Disability

To help realize personal independence, economic self-reliance and social inclusion of blind people in India.



**Sense International India**  
Raised: ₹ 2,82,469  
Cause : Disability

Sense India works with local organisations (mostly NGOs) to develop services for deafblind children and adults, and collaborates with the government at centre and state levels.



**Shakti Fund - An India Cares Initiative**  
Raised: ₹ 8,59,288  
Cause : Community Development

Set up to encourage the Civil Society Organisations (CSOs/ NGOs) and their well wishers to reach out and communicate better about their work/ cause to raise more resources.



**Sightsavers**  
Raised: ₹ 3,800  
Cause : Disability

In India since 1966, Sightsavers works to eliminate avoidable blindness and fights for the rights & needs of people who are visually impaired or blind.



**Smile Train India**  
Raised: ₹ 4,55,000  
Cause : Health

A children's charity dedicated to providing free cleft lip and palate treatment across India, and empowering local doctors and hospitals to provide quality cleft care within their own communities.



## FUNDRAISING CSOs AT AIRTEL DELHI HALF MARATHON 2018



**SOS Children's Villages of India**  
Raised: ₹ 33,500  
Cause : Children

We work for children who are orphaned, abandoned or whose families are unable to care for them, through a 'family approach' in the SOS Children's Village where each child gets a mother, and grows up most naturally with brothers and sisters, in their own house, within a supportive village environment.



**Sri Sathya Sai Health and Education Trust**  
Raised: ₹ 47,13,177  
Highest Amongst Cause: Health

To serve the cause of "Right to Healthy Childhood" by providing Free and Quality Health Care focusing on Congenital Heart Disease.



**Srujna Charitable Trust**  
Raised: ₹ 21,630  
Cause : Girl Child & Women

Srujna is transforming women in poverty into confident, independent and contributing.



**Sukarya**  
Raised: ₹ 29,84,378  
Highest Amongst Cause: Girl Child & Women

Sukarya works to save lives of mother and children, empower women, empower villages, and educate slum children in Delhi, Rajasthan and Haryana.



**Swami Sivananda Memorial Institute**  
Raised: ₹ 12,000  
Cause : Education

Focus of work: Serving women and children from under-privileged families of West Delhi through nutrition, health, education and livelihood.



**Swasthgram**  
Raised: ₹ 29,800  
Cause : Education

Eradicating pollution from entire India, initially in Delhi, with the shuddhVayuinnovation filter, we will be able to remove pm10 (LED, Arsenic etc.) from the Delhi air and will make it breathable.

## FUNDRAISING CSOs AT AIRTEL DELHI HALF MARATHON 2018



**The Akshaya Patra Foundation**  
Raised: ₹ 1,450  
Cause : Education

Working with a vision of “No child in shall be deprived of education because of hunger” is to feed 5 million children by 2020



**The Cancer Charity**  
Raised: ₹ 57,450  
Cause : Health

A world which has empathy for cancer patients by providing them care and support.



**The Naz Foundation (India) Trust**  
Raised: ₹ 16,90,568  
Cause : Health

Naz India's care home provides HIV Positive children a stigma-free healthy environment care and support. The aim is to make them self-sufficient & encourage an independent life.



**Trust for Retailers & Retail Associates of India**  
Raised: ₹ 11,725  
Cause : Disability

TRRAIN is a public charitable trust formed in 2011 by Mr B.S. Nagesh, with the vision of empowering people in retail and works to achieve immediate and lasting change in the lives of retail associates in India.



**Uthaaan**  
Raised: ₹ 5,00,000  
Cause : Environment & Animal Welfare

Environment- Setting up Butterfly conservatory in Gurgaon to save species.



**Vidya & Child - A Project under Jayaprakash Narayan Memorial Trust**  
Raised: ₹ 1,72,700  
Cause : Education

Vidya & Child works in marginalized communities, exploring the unique potential in each child by providing opportunities for value integrated learning and development.

## FUNDRAISING CSOs AT AIRTEL DELHI HALF MARATHON 2018



**VISHWAS- Vision for Health,  
Welfare and Special Needs**  
Raised: ₹ 4,41,730  
Cause : Disability

Our mission is to promote the rights and interests of the disadvantaged, particularly those with disabilities.



**Wishes and Blessings**  
Raised: ₹ 13,11,366  
*Highest Amongst Cause: Community  
Development*

Wishes and Blessings is a unique platform that helps the underprivileged by linking donors with beneficiaries. Our mission is to inspire and empower dreams, by means of spreading smiles.



**World Without GNE-  
Myopathy (India)-WWGM**  
Raised: ₹ 2,11,531  
Cause : Health

Support, find, cure and treat GNE myopathy patients in India.



**Yoddhas Indian Fighting  
Against Cancer**  
Raised: ₹ 62,000  
Cause : Health

To be the most trusted source of information on Cancer and provide necessary support to patients & others dealing with cancer in India.





**SPECIAL STORIES**

## DIKSHA - A FIRST TIME PARTICIPATING CSO

Diksha, a first time participating non-profit in ADHM, runs a school in Palam Vihar, Gurgaon, Haryana, India established to provide free and quality education to children from low - income families in the neighbourhood. A core - group of volunteers along with salaried teachers and donors from the community have created a safe, stimulating learning environment that allows 400 children from disadvantaged families to develop a healthy body and mind.

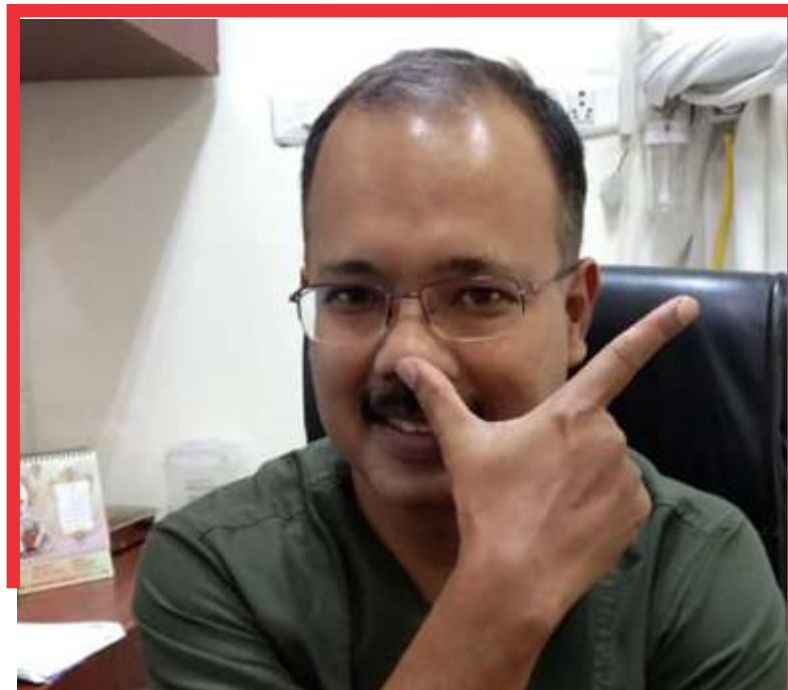
Fundraising through public was a first time experience in their 10 years of existence. 5 individuals raised funds in iCare section, 3 students from their school formed 'Youth Cares Team'. Together these 8 individuals raised ₹ 9.50 lakh and they also had 85 students run in the Great Delhi Run on Race Day!



## SAVE THE RHINO PROJECT

*"If a piece of rhino horn makes one a superman or superwoman, then why are the rhinos with all their horns are not able to protect themselves from us, humans, hell-bent on wiping them out from the face of Earth? ADHM helped me bring this message to many people. People who had never heard of us have donated generously - never thought it would be so smooth with the support of India Cares. This was our first time experience and Race day was awesome, no hiccups and well organised."*

- Dr. Biswajyoti Hazarika, who raised ₹ 1,20,809 for Bordoisila Foundation - Save the Rhino Project.



## RUNNING AND CHANGING LIVES

A group that carefully made the choice of their cause, looked at long term impact they could have on The Naz Foundation, visited the organisation, interacted with the staff, got into meeting and training the beneficiaries. Then, went out to raise funds at ADHM. RunXtreme raised ₹ 2,87,691 for The Naz Foundation.

*“Running to us has been a medium of changing our lives. This year with the help of India Cares and Procama we were able to change lives of many others. When we planned to raise funds for Naz Foundation at ADHM this year little did we know how it'll change our whole perspective towards running. It gave us an opportunity to see life differently and make our running more meaningful.”*

- Tarun Walecha, Founder member, RunXtreme.



## VIRENDER SANGWAN - A FIRST TIME FUNDRAISER

Associated with Dr. Shroff's Charity Eye Hospital and L V Prasad Eye Institute as Director, Virender Sangwan is a first time fundraiser at ADHM.

*“It's been a great experience. ADHM was very well organised. Raising funds for eye treatment of people with eye cancer was something that was needed to be done, so I took up this challenge. As a marathoner, we are used to training; focusing; finishing... the same principles were applied.”*





## PASS THE TORCH INITIATIVE

Bharti Airtel, Event's Title Sponsor, launched an innovative digital campaign titled #PassTheTorch this year to mark the 11th edition of the Airtel Delhi Half Marathon (ADHM). Celebrating the spirit of running, #PassTheTorch encouraged people across India to make their run count wherever they may be and contribute towards the empowerment of underprivileged children in rural India. It was launched with an aim to break barriers and take the spirit of ADHM beyond Delhi, to every corner in the country and enable everyone to participate and make a difference by running.

The campaign was launched on October 6th at Airtel Headquarters in Gurgaon by Gautam Anand, Chief People Officer for Airtel's India and South Asia operations, along with Airtel employees and members from top running groups in the country.

In a span of two weeks, the campaign witnessed great success with over 9K people joining and dedicating their run for the cause of children in rural parts of the country. The torch was passed to a total distance amassing 31,616 KM across the country.

And now, for the kilometers that all participants have volunteered, Airtel will impart digital education amongst children in rural India. Children will be introduced to computer and internet so they can also avail its benefits for their knowledge building like their counterparts in urban cities.



*Race Day is also a platform that brings to fore showcase of individual strength, trending topics and a chance to be a part of the Society*





## SHAKTI FUND

India Cares introduced '**Shakti Fund**'– a Challenge Fund in 2014 to give the impetus for CSOs/NGOs to fundraise. The fund is contributions coming from ourselves & some running bibs sold at a premium to runners. Since 2014, ₹ 37.25 lakh has been 'Won' by 45+ CSOs based on their efforts in the set criteria for the respective edition.

The extra energy required to make another effort along with some luck has made these CSOs (NGOs) win bonus cash donations of ₹ 1.70 lakh in Shakti Fund category Airtel Delhi Half Marathon 2018!

CSO Name	Category	Amount
Bordoisila Foundation	iCare Lucky Draw	₹ 25,000
Action for Ability Development and Inclusion	ICFn Website Race Week	₹ 10,000
Dr. Shroff's Charity Eye Hospital	ICFn Website Race Week	₹ 20,000
Responset Development Services	ICFn Website Race Week	₹ 10,000
Bharti Foundation	Digital Campaign	₹ 50,000
World Without GNE-Myopathy (India)-WWGM	Digital Campaign	₹ 35,000
The NAZ Foundation (India) Trust	Digital Campaign	₹ 20,000

## FINANCIALS OF FUNDRAISING



Airtel Delhi Half Marathon is a vital platform for the Social Sector; it provides a chance to the CSOs to associate with an international sporting event. ADHM is one of the largest sporting events in India, and it acts as a platform for CSOs to promote their work, build their visibility and credibility, and at the same time gives an opportunity to raise funds by involving all stakeholders. ADHM has proved to be a cost effective, efficient platform and, with all required systems put in place, a transparent platform. The average cost of raising funds through this platform has been less than 10% as compared to the 12% to 30% average of all other platforms.

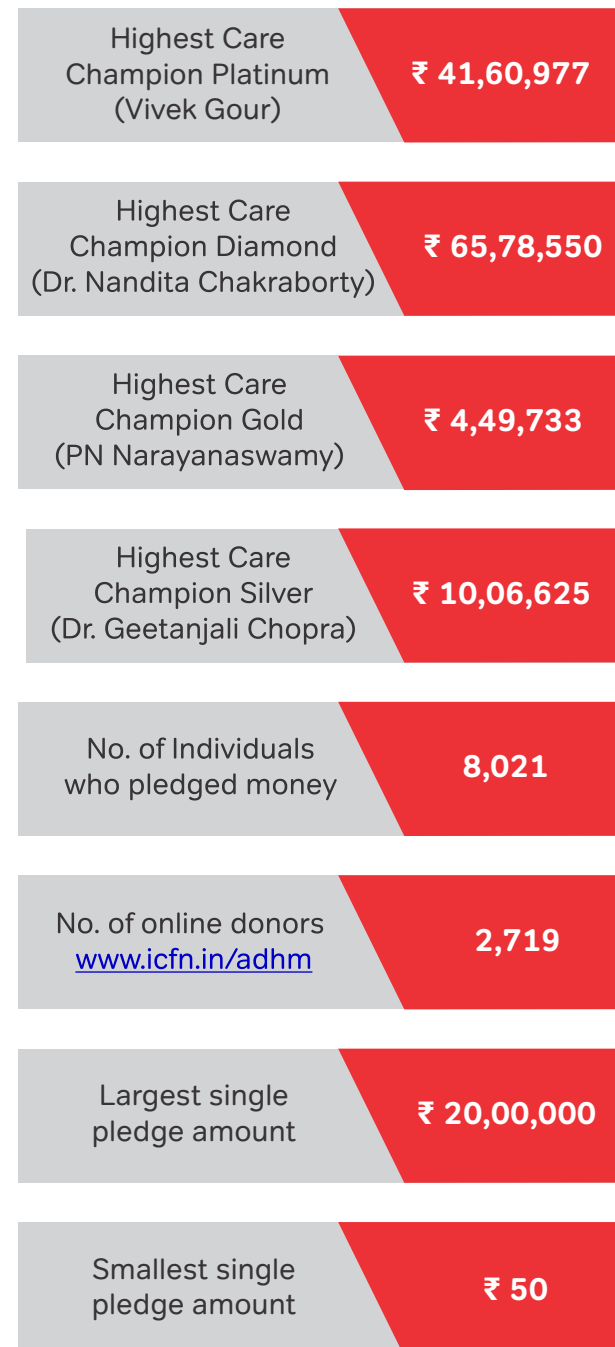
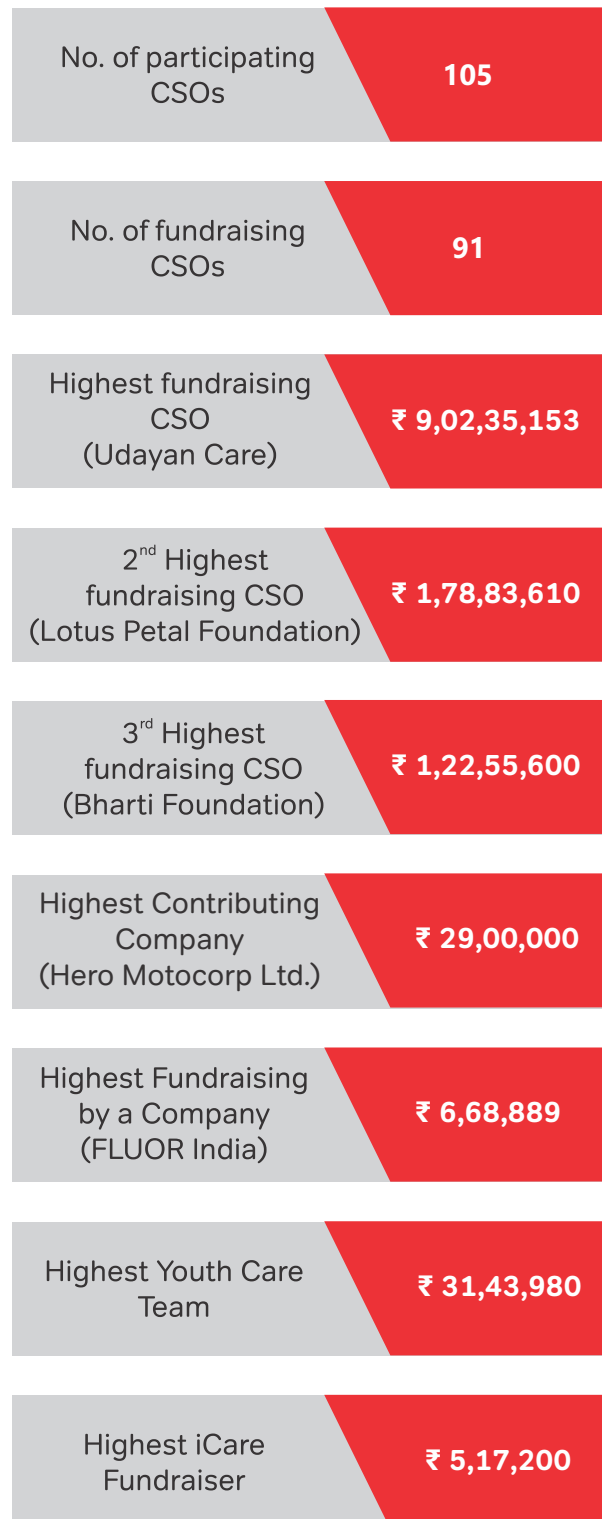
The thought through and structured category-wise opportunities to leverage the event by Civil Society Organisations (CSOs/ NGOs) allow every participating organisation, individual, group of people and/ or companies to maximize their fundraising potential for their chosen cause. There are three main categories through which funds can be raised- Charity bibs, Corporate participation and individual crowd fundraising. While the first two categories involve runners participating in the event, individual fundraising is open to all.

Of the total funds raised by the participating non profits, the management cost for India Cares to support the CSOs from June to November 2018 was 5%. 7% of the funds passed through India Cares accounts and 93% was raised directly by the CSO by reaching out to the donors/fundraisers and companies.

44% of all the retention is collected from the corporate participation. 5% of funds raised using India Cares online platform was retained. 100% of funds coming into India Cares Bank account on behalf of any non profit, is passed on. Further there is no retention from any of the funds that the donor donates directly to the chosen cause.

The actual retention and disbursement per participating non profit is dependent on their utilization of each of the three categories. In its role as the Event's Philanthropy Partner, India Cares is committed to keep the overall administrative cost of fundraising to a maximum of 7%.

## A QUICK OVERVIEW



# FUND UTILIZATION REPORT OF ₹ 8.10 CRORES RAISED IN 2018

The impact of ADHM truly resonates beyond the race. The support for numerous causes - education, human rights, women empowerment, differently abled, environment or animal welfare has doubled in the last 5 years through the event. Since 2014 the funds generated through ADHM has doubled and an average of 75,000 people have been helped every year – a 1:2 ration for every runner in the ADHM!

From the funds raised last year in 2017, 12 new classrooms were constructed, 10 current classrooms were furnished, 350 women empowered and have started earning, 1160 women empowered with self-defense training, an old age home for women constructed and 68 young adults trained in IIT and placed in companies..... While we cannot gauge the result of this, we can immediately give number of lives which were directly impacted through the funds raised during 2017.



## Cause - Disability:

**Impact: 7,118 | Indirect Impact: 1,100**  
Mobility aids, special education, physiotherapy, counselling, wheelchairs, etc were provided by 6 CSOs.



## Cause – Environment & Animal Welfare:

**Impact : 1,170 | Indirect Impact: 5,000**  
70 dogs were sterilised, and communities in rural areas were made aware on waste management.



## Cause - Education:

**Impact: 15,625 | Indirect Impact: 5,590**  
14 organisations provided education and after school classes, children from age of 3 to 21 were supported through the year.



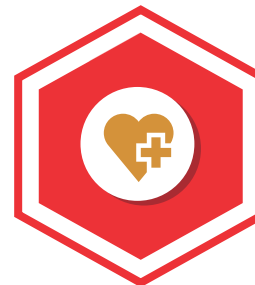
## Cause - Girl Child & Women

**Impact:17,601 | Indirect Impact: 1,650**  
14,421 mothers were give pre and post-natal health checkups and the required medicines, nutrition; 68 cases of domestic violence were attended; 350 women artisans were trained better and provided with raw materials to make their products and also provided with a market to sell the goods; 68 girls were given higher education vocational training.



## Cause - Elderly:

**Impact: 1,060 | Indirect Impact: 2,000**  
A mobile unit was set up that toured the slums of NCR, and an old age home for women was started.



## Cause - Health:

**Impact:49,607 | Indirect Impact: 2,500**  
44,678 meals were provided to children; bone marrow surgery was performed on 5 children; cancer treatment was given to 21 children including hospital stay; 20 children suffering from Thalassemia were provided with blood transfusion through the year.



## Cause - Empowerment:

**Impact: 76 | Indirect Impact: 140**  
Youth were provided ITI admissions for various courses and were placed in companies to give them a kick-start a better future, for their families too.

## ABOUT INDIA CARES FOUNDATION

India Cares Foundation is a non profit trust, working to support Civil Society Organisations (CSOs/NGOs) in the areas of Resource Mobilisation, Leadership Development, Donor Management and Communications to help build a better society with public participation and collaborations.

Established in 2008 India Cares Foundation supports organisations pan India with teams in Bangalore, Delhi and Kolkata. In the past decade we have associated with over 1200 CSOs (NGOs), supported in raising ₹ 85+ crore through 250 companies and 4250 fundraisers.

India Cares is also a sounding board for CSOs when they start, set up hybrid models, project proposals, product costing, next level planning, fundraising planning/strategy, employee engagement. We work with an emphasis on events and are the Philanthropy Partner to the Airtel Delhi Half - Marathon, the TCS World 10K, Bengaluru and the Tata Steel Kolkata 25K.

### Philanthropy Partner



The graphic features a dark red background with a diagonal gold band. Red geometric shapes with gold borders are positioned in the top-left and bottom-right corners. Light gray triangular areas are also present. The text 'EVENT HIGHLIGHTS' is centered in white, enclosed in a gold L-shaped frame.

# EVENT HIGHLIGHTS

## IAAF GOLD LABEL RACE



One of the World's most prestigious Airtel Delhi Half Marathon, was accorded the 'Gold Label' by the International Association of Athletics Federations (IAAF), for the second year in a row, making it to the elite list of Gold Label half marathons globally.

The IAAF Gold Label is granted to races on a basis of stringent criteria including organizational excellence, world class elite field representation, equal prize money for male and female runners, exhaustive medical support system, live television coverage for an enhanced reach of the race, media facilities, timing chip for all runners, qualified personnel to ensure smooth conduct of the event across departments. In addition to this, it also considers the course measurements, sanitation of the route which includes - safety and quality of the route, restrictions on traffic to allow free movement for runners within the specified time, facilities provided on course for a pleasant running experience for all participants.

**LAUNCH****CONFERENCE**

(L to R) Shiv Sharma, OSG, (Minister of State, Youth Affairs and Sports), Col. Kuldeep Banshu-Retd., Mrs. Meena Bora (Regional Director, SAI), Sanjay Saraswat, (Regional Director-SAI), Mrs. Rubina Mittal(Delhi Tent House), Abhishek Ganguly, (MD, PUMA), Indian Gold Label Athlete & Asian Marathon Champion Gopi T, Ravindra Singh Negi, (CEO – Delhi & NCR, Bharti Airtel), Dr. Sanjay Kumar Jaiswal (Sr. Consultant & Head, Dept. of Emergency Medicine & Medical Director, Max Healthcare), Rajan Handa, (Brand Business Manager Oakley India), Murray Culshaw, (Chairman and Founder, India Cares Foundation), Cricketer & Puma Athlete Mandeep Singh, Vivek Singh (Jt. MD, Procam International), Nitin Singh, (Regional Director, North & West, Radio Mirchi) and P N Sankaran-Director, (Operations, Procam International).

On 9<sup>th</sup> August 2018, the 14<sup>th</sup> edition of the Airtel Delhi Half Marathon was launched. The eventful evening was attended by esteemed sponsors and partners along with Mandeep Singh and India's only male IAAF Gold Label Athlete, Gopi T.

Each year efforts are taken to re-invent and add new elements to the race and ensure ADHM is truly - A Running experience. Keeping this in mind, in addition to the registrations of various categories for the race, the 10K category was open to all participants to encourage more and more citizens to experience the magic of distance running.

Also at the launch we welcomed 2 new partners on board: (i) Oakley, one of the leading product design and sport performance brands in the world, chosen by world-class athletes to compete at the highest level possible, came on-board as the Event's Performance Eyewear Partner, and (ii) Tata Nexon, the lifestyle SUV from Tata Motors with Level Nex Design, performance and safety extended its association with ADHM as the 'Driven By' partner.



## TOP CONTENDING HALF MARATHON ELITES

### TOP INDIAN MEN CONTENDERS



**Daniel Kipchumba**

**KEN 59:06**

Daniel is part of the same training group as Eric Kiptanui under coach Renato Canova. Daniel paced Eric Kiptanui through 15km in Berlin Half Marathon at 58' pace. He then got a chance himself to race the distance a couple of weeks later in Italy and managed to set the 4th fastest time of 2018. He proved to be stable by winning Copenhagen Half Marathon in September against a very competitive field again in 59:06.



**Leul Gebrselassie**

**ETH 59:18**

Leul Gebresilase hails from Awasa, a place about 300km south of Addis Abeba. He is married and became father of a baby boy 7 months ago. He started running in 2002 (aged 10) and later moved to Ethiopia's capital to become a better athlete. Leul, like many Ethiopian athletes, was inspired by fellow Ethiopian Kenenisa Bekele ("he is my hero") to start running. Apart from running, Leul also likes to watch football.

### TOP INDIAN WOMEN CONTENDERS



**Tirunesh Dibaba**

**ETH 66:50**

Nicknamed "babyface killer", Tirunesh made fame through the years competing on the track over 5000m, 10.000m and cross. Tirunesh won 3 Olympic Golds, 9 World Titles and another 3 Silver and 3 Bronze medals. Besides that she set various World Record as well as New Record. In 2014 she made her marathon debut finishing 3rd in the highly competitive London Marathon.



**Joyciline Jepkosgei**

**KEN 64:51 (World Record)**

Joyciline's star rose quickly she made her international debut in 2016 in Karlovy Vary half marathon in Czech Republic, a race she won in 69.07. She went on to win the classic Marseille-Cassis 20km race on a hilly course where she broke the Course Record. A year later she went on to finish 3rd in the highly competitive RAK Half marathon in a race where her compatriot Peres Jepchirchir won and broke the World Record for half marathon. Something which Jepkosgei did on three occasions herself in 2017. She first set a new World Record over half marathon in April 2017 in Prague, where she would return in September that year to set a new World Record over 10km. She broke the World Record for half marathon for a 2nd time in Valencia in October during the half marathon.

## TOP CONTENDING HALF MARATHON ELITES

### TOP INDIAN MEN CONTENDERS



**Gopi T**

**2:15:25**

Gopi has the distinction of being the only Indian male IAAF Gold Label athlete. This Asian Marathon champion and winner of the Tata Mumbai Marathon 2018, has the fastest marathon timing by an Indian on foreign to his name, by clocking 2:15:25 in the marathon event at Rio Summer Olympics 2016.



**Nitender Singh Rawat**

**1:03:53 (Indian Event Record)**

Rawat created a new Event Record amongst Indian men at last year's ADHM in a nail biting finish with G. Lakshmanan. He is also the Indian Event Record at the Tata Mumbai Marathon which he created in the 2016 edition with a time of 2:15:48.

### TOP INDIAN WOMEN CONTENDERS



**Sanjeevani Jadhav**

Current Asian X'Country Champion 2018, Sanjeevani is the Indian Event Record holder of the TCS World 10K, set in 2018 by clocking a 10K time of 33:38.



**Parul Choudhary**

Parul has been a consistent podium finisher at the Airtel Delhi Half Marathon. She placed 3rd amongst Indian Women at the last Airtel Delhi Half Marathon.

## ADHM 2018 ELITE WINNERS

### Overall Elite Women



Winner: Tsehay Gemechu (ETH) - 1:06:50 (New Event Record)  
1st Runner up: Joyciline Jepkosgei (KEN) - 1:06:56  
2nd Runner up: Zeineba Yimer (ETH) - 1:06:59

### Overall Elite Men



Winner: Andamlak Belihu (ETH) - 0:59:18  
1st Runner up: Amdework Walelegn (ETH) - 0:59:22  
2nd Runner up: Daniel Kipchumba (KEN) - 0:59:48

### Indian Elite Women



Winner: Sanjivani Jadhav - 1:13:58 (she placed 10th overall amongst elite women)  
1st Runner up: Parul Chaudhary - 1:14:01  
2nd Runner up: Monika Athare - 1:16:55

### Indian Elite Men



Winner: Abhishek Pal - 1:04:14  
1st Runner up: Avinash Sable - 1:04:14  
2nd Runner up: Gopi T. - 1:04:15



Half marathon debutante Tsehay Gemechu stole the thunder, running her first half marathon. The Ethiopian shaved four seconds off the nine-year-old record set by Kenya's Mary Keitany in 2009 en route to her sensational win clocking 1:06:50.



The unassuming 21-year old Amethi boy Abhishek Pal walked away with top honours, finishing the 14th edition of Airtel Delhi Half Marathon as the fastest Indian. Pal breached the tape in 74 minutes and 13 seconds, 1 second faster than Avinash Sable and two seconds clear of Asian Marathon champion Gopi T.

Abhishek began training in 2012 and in a short span of time made his mark at the juniors. Pal quickly moved to senior's category in 2013, and shifted base to Bhopal's State Athletics Academy in 2015. His pet events, are 5000 and 10,000 metre runs.

In 2015 Abhishek was part of the Elite Distance Running Program (EDRP) in Bhopal launched to promote middle and long distance running at the grassroots by Procam International along with Sports Authority of India and Global Sports Communication. Abhishek travelled to Kenya for five weeks training at Iten where he had a few rigorous training stints.

The youngster is currently aiming for the qualification at Asian Athletics Championship, World Championships and then focussing on Olympics in 2020

## COUNTDOWN & PHILANTHROPY PRESS MEET



( L-R) Rajesh Sikka (Director of Sales, Le Meridien), Shipra Shukla (Sukarya), Meena Dave (CEO, India Cares Foundation), Vivek Gour (Sri Satya Sai Foundation), Nikhil Arora, MD & VP, GoDaddy India), Gautam Anand (CPO, Bharti Airtel Ltd, India & South Asia region), Ritesh Bharadwaj, (Regional Sales Manager, North & East India at General Mills India), Lokesh Siddhu (Isha Vidhya), Vivek Singh (Jt. MD, Procam International) & Ashish Bhushan (Director, Business Development, Procam International).

The countdown to the 14<sup>th</sup> edition of ADHM began with an all-time high on registrations with 34,961 participants across different categories.

The exciting new initiative #PassTheTorch, which celebrated the spirit of running & giving, was announced by Ravindra Singh Negi, CEO, Bharti Airtel, Delhi NCR. Two new partners on-board; GoDaddy as Domains & Online Presence Partner represented by Nikhil Arora, Vice President & Managing Director - GoDaddy India, and Nature Valley as Nutrition Partner was represented by Ritesh Bharadwaj, Regional Sales Manager, North & East India at General Mills India.

South Africa's cricket legend and 'Superman' Jonty Rhodes was announced as the PUMA athlete. In addition to announcing the names of top contending international and Indian elite athletes, a panel on the philanthropy pillar, led by Meena Dave, CEO of Event's Philanthropy Partner, India Cares Foundation, announced

- Participation by 104 Civil Society Organisations, 63 companies fielding 91 teams, 44 care champions and 7 Youth Cares Teams who already raised over ₹5.50 crores as on 10 October 2018.
- The conference dwelled into the art of fundraising with Shipra Shukla from Sukarya raising funds as individuals for the first time, Vivek Gour from Sri Satya Sai Foundation, a Platinum Care

## INTERNATIONAL EVENT AMBASSADORS 2008 - 2017



**Jackie Joyner - Kersey (USA)**  
Year 2008

**Heptathlon and Long Jump**  
Winner of three gold, one silver,  
and two bronze Olympic medals.



**Cathy Freeman (AUS)**  
Year 2009

**400m specialist**  
2000 Sydney Summer Olympics  
400 metres champion.



**Khalid Khannouchi (MAR-USA)**  
Year 2011

**Former marathon  
world record holder.**



**David Rudisha (KEN)**  
Year 2012

**Middle-Distance Runner**  
2012 and 2016 800m Olympic champion,  
and current world record holder.



**Donovan Bailey (CAN)**  
Year 2013

**Sprinter**  
A gold medallist in 1996 Olympic  
Games (9.84 seconds)



**Paula Radcliffe (UK)**  
Year 2014

**Long Distance Runner**  
Current marathon  
world record holder set at the 2003  
London Marathon (2:15:25)..



**Kenenisa Bekele (ETY)**  
year 2015

**Long Distance Runner**  
Current world record and  
Olympic record holder in both the  
5,000 metre and 10,000 metre.



**Eliud Kipchoge**  
KEN | 2016

**Marathon**  
Rio Olympic Marathon Gold in 2016  
and the current marathon world record holder  
(2:01:39).



**Anthony Ervin**  
USA | 2017

**Swimmer**  
Anthony has won 4 Olympic  
medals and two World Championship  
golds.



## **INTERNATIONAL EVENT AMBASSADOR SANYA RICHARDS-ROSS**

American track and field legend Sanya Richards-Ross was the International Event Ambassador of ADHM 2018. Considered by many to be one of the most graceful sprinters in recent history, Sanya Richards-Ross is the fastest American woman in the history of 400m with her time of 48.70 set when winning at the 2006 IAAF World Cup.

With her infectious energy, vibrant personality and sporting attitude, Sanya truly embodied the spirit of the event. As part of her visit, Sanya engaged in numerous media and partner engagements mesmerizing everyone with her charm.





AT AIRTEL'S OFFICE



SANYA'S INTERACTION WITH CARE CHAMPIONS OF ADHM



SANYA ENGAGING WITH RUN CLUBS



DELHI DAIRIES

A special series called Delhi Dairies was conceptualized for Sanya to get her to witness the sights & sounds of India.

## MEDIA CENTER

The fully equipped event media centre at the Jawaharlal Nehru Stadium served as the central point for the Airtel Delhi Half Marathon media activities. Over 200 accredited local and international media were present during the race week for numerous curated press conferences and interactions for the event.

**The Technical press meet** announced the planning and preparations that was undertaken to ensure the smooth running of the 2018 edition of the Airtel Delhi Half Marathon. The various anti-pollution measures being taken by Procam International for race day too were elaborated.



**The Elite Athlete Press conference** was the highlight of the week with running royalty being graced at ADHM. The conference was conducted by noted commentator Tim Hutchings and presented an opportunity to all, to interact and listen to the champions.

Nitendra Singh Rawat, Joyciline Jepkosgei, Tirunesh Dibaba, Gopi T and Daniel Kipchumba spoke about their race strategy, preparations for Sunday and also showcased their winning moments helping everyone re-live their most memorable achievements.



## AIMS World Record Award ceremony

Procam International and Airtel Delhi Half Marathon, on behalf of the Association of International Marathons and Distance Races (AIMS), hosted the special AIMS World Record Award ceremony.

Joyciline set the Half Marathon World Record of 1:04:51 at the Medio Maraton Valencia Trinidad Alfonso EDP on 22 October 2017. In setting the record, Joyciline broke her own record by one second.

The award was presented to Kenya's Joyciline Jepkosgei by Vivek Singh (Jt. Managing Director, Procam International) and Hugh Jones (Secretary, AIMS).



**Race Day** at the media centre was buzzing with activity as Live Telecast of the race was being watched by all media personnel to track the race and progress of all the elites. Post-race conferences were conducted for the Indian and International Elite athletes and gave the media an opportunity to interact with the winners.



PUMA ATHLETE

# JONTY RHODES

Superman Jonty Rhodes captured everyone's attention with his charming persona. Fit as fiddle even today.



## PASTA COOKOUT

Keeping in the tradition of carbo-loading before race day, the Pasta Cook-out was a fun and interactive luncheon hosted by Le Meridien, Event's Hospitality Partner. All partners, dignitaries, some of corporate head honcho pacers along with Sanya Richards-Ross sported their chef toques and dabbled with their culinary skills to dish out some delicious pasta!



## 21KM OFFICIAL PACERS



**VIMAL BHATT**

**Research Manager**  
Sun Pharmaceuticals  
Industries Ltd.



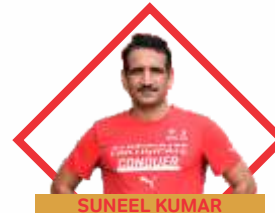
**ALFREDO MIRANDA**

**Sr. GM Technical & BD**  
SEUPPTCL  
Bus Time - 1:45 hour bus



**CHANPREET SINGH**

**Head Of Analytics**  
Network 18



**SUNEEL KUMAR**

**General Manager**  
Finance  
Cars24



**SUSHANT SACHDEVA**

**Managing Director**  
Money Sutra  
Bus Time - 1:50 hour bus



**UMESH GUPTA**

**Director & Practice**  
Lead - Analytics  
Conduent Business  
Services India LLP  
Bus Time - 1:55 hour bus



**KARANDEEP SINGH**

**Vice President IT**  
Pepsico



**RAJEEV LATH**

**Director**  
Dewas Techno  
Products Pvt. Ltd.  
Bus Time - 2:00 hour bus



**HIMANSHU CHADHA**

**Managing Director**  
Aryanveda  
Cosmeceuticals  
Bus Time - 2:00 hour bus



**PAWAN KUMAR SINGH**

**Sr. General Manager**  
3M India Limited



**MUKESH TYAGI**

**HOD Of Sale &**  
**Operation**  
Adhya Design Pvt. Ltd.



**NAVEEN CHOUDARY**

**Sourcing Manager**  
Merchandising  
GAP International  
Sourcing Pvt. Ltd.  
Bus Time - 2:10 hour bus



**RAHUL VERMA**

**Director**  
Isar Technical  
Bus Time - 2:10 hour bus



**SUNIL CHAINANI**

**Advisor To Board**  
Fabindia



**ADITYA MISHRA**

**Asia CFO**  
GE - Renewables \_  
Onshore Wind  
Bus Time - 2:15 hour bus

Pacers are experienced runners who volunteer to lead other participants cross the finish line within a predetermined time. They have an altruistic attitude of giving up an opportunity for a personal best to guide lesser experienced runners. Each pacer ensures runners have the best experience along the route by motivating them or by giving advice or singing along the way. Each pacer carries a flag showcasing the estimated finish time, with the runners following the desired Bus.

This year 33 corporate honchos led 12,000+ halfmarathoners and 3500+ Open 10K runners as Pacers, to the finish line.

## 21KM OFFICIAL PACERS



**GAURAV PANT**

**Director**  
GMAC  
Bus Time - 2:20 hour bus



**PANKAJ CHOPRA**

**Vice President**  
Bharti Airtel



**NIKHIL ARORA**

**Managing Director &  
Vice President**  
GoDaddy  
Bus Time - 2:25 hour bus



**SANJEEV KHARBANDA**

**Head Of Corporate  
Finance**  
Mother Dairy  
Bus Time - 2:25 hour bus



**PAWAN KHURANA**

**CEO**  
QuantM Limited



**BIJENDAR VATS**

**Director - Human  
Resources**  
MSD Pharmaceuticals  
Bus Time - 2:30 hour bus



**PRAMOD DESHPANDE**

**Senior Vice President**  
MFX Services



**VIKRAM DESHPANDE**

**Vice President**  
Bharti Airtel Ltd.



**MANURISHI PURI**

**Vice President**  
Accenture  
Bus Time - 2:40 hour bus



**NEERAJ DHIMAN**

**Vice President**  
HDFC Bank  
Bus Time - 2:40 hour bus



**RAJEEV JANVEJA**

**Corporate Chef**  
Lemon Tree Hotel  
Company  
Bus Time - 2:45 hour bus



**RENU ANAND**

**Vice President**  
HDFC Bank  
Bus Time - 2:45 hour bus



**JITENDRA ADVANI**

**Asst. General Manager**  
The Times Of India  
Group  
Bus Time - 2:50 hour bus



**MANSI TRIPATHY**

**Managing Director India  
Sub Continent**  
Shell Lubricants  
Bus Time - 2:50 hour bus

## 10KM

## OFFICIAL PACERS



**GAUTAM SADANA**

**Chief Manager -  
Finance**  
Times Internet Limited  
Bus Time - 60 minutes



**NAMRATA SINGH**

**Vice President - Legal**  
Fareportal India  
Bus Time - 70 minutes



**ADITYA GUPTA**

**Business Operations  
Associate**  
ZS Associates  
Bus Time - 80 minutes



**MEENAL DWIVEDI TRIPATHI**

**Entrepreneur**  
Bus Time - 75 minutes

## MIRCHI GET ACTIVE EXPO

The Mirchi Get Active Expo, Co-Sponsored by Being Human, was a haven for runners and fitness enthusiasts alike. The expo served as a great platform for event partners and brands to connect and interact with their biggest stakeholders THE RUNNERS. The expo allowed the runners to collect their bibs, understand the route, the various facilities offered, engage with the pacers and be race-ready!



Sanya Interaction at the Expo



Jonty with official pacers



Expert speaker sessions were organised to inspire and motivate runners.



**Kieren D'souza**

Ultra Marathoner  
Importance of Recovery Post Running



**Hugo van den Broek**

Head Coach of National Athletics Academy  
in India & Kenya  
Experience How World Champions Train



**Chetan Korada**

First ever racing driver with synthetic feet -  
Challenging The Challenges



MIRCHI GET ACTIVE EXPO



## RACE DAY



On October 21, Delhi woke up to the energy emanated by Sporting icons and Olympic Champions along with 34,916 runners. The world's most prestigious IAAF Gold Label race got the city up and running right before the first rays of sun kissed the Capital on that Sunday Morning.

## PUMA WARM-UP ZONE



Warm up for all half marathon participants on race day was conducted by Puma fitness trainer Nidhi Mohan Kamal in the presence of Puma Athlete Jonty Rhodes.

## RACE DAY

### RUN IN COSTUME



**Expressive Us!**  
Winning Group: Adarsh Public School  
(theme: Women Empowerment)  
1st Runners-up: Adarsh Public School  
(theme: Road Rage)



**Expressive Me!**  
Winner: Himani Chadha  
(theme: Main Dilli Hoon - Air Pollution)  
1st Runner Up: Deepak Todi ( theme: Use cycles, reduce pollution)  
2nd Runner Up: Rozy Pandey  
(theme: Dont shy from menstruation)

The Great Delhi Run is the heart and soul of Airtel Delhi Half Marathon. It is a carnival, where Runners came together in innovative costumes, designs, showcasing their mood and the cause they are supporting. To acknowledge their efforts and reward their hard work, Procam International conducted a contest for the best-dressed group and individual, participants that saw over 130 participants. The contest was judged by eminent fashion designer Anupama Dayal.

### VOLINI RECOVERY ZONE



Volini created the 'Maxx Recovery Zone' that spanned across 10,000 sq ft area where runners headed straight after the finish line to get quick recovery. With over 200 physiotherapists managed by Injury management specialists & doctors, more than 8000 runners were recovered. Kieren Dsouza, Ultra Marathon runner & the only Indian to have completed the gruelling 246.6 km Spartathlon, was fundamental in offering training & post recovery tips to all runners on race day.

## RACE DAY

### RUN CLUBS FOR RUNNERS

Run Clubs were an integral part of race day activities, actively getting involved in handing out Bisleri water and ORSL at respective hydration and restoration stations on the course, and of course giving the much needed motivation to fellow runners.

11 Run Clubs made their presence felt on race day.



## RACE DAY

### POLICE CUP

The Police Cup, which was initiated in the 2015 edition of the Event as a gesture to salute the support the event garners from the force. Over the years, this category has grown and the 2018 edition saw participation of 156 personnel from the Delhi Police force including men and women, vying for the coveted Police Cup trophy.

MEN'S TEAMS	WINNER	M4	SURJIT SINGH, SANJAY PANGHAL, AADESH DAGAR
	2ND	M3	SHIVRAJ SINGH, DEVENDER KUMAR, AJEET KUMAR
	3RD	M36	PRAVEEN TOKAS, NEERAJ VASHISHT, MANISH JOSHI

WOMEN'S TEAMS	WINNER	F1	REENA, SANJANA, REKHA
	2ND	F2	MANBHARI DHAKA, RAVNEET, MANJU MEENA

### SENIOR CITIZENS' RUN



The Senior Citizens' Run is supported by Event's Institution Partner, Harmony for Silvers Foundation.

INSTITUTION PARTNER

**harmony** for silvers  
Foundation  
Empowering India's Senior Citizens

### CHAMPIONS WITH DISABILITY



The Champions With Disability is facilitated by Planet Abled, an organization that provides accessible travel solutions and leisure excursions for people with different disabilities.

CWD FACILITATOR

Nothing for the disabled without the disabled  
**Adapt**  
All Disabled All People Together  
Formerly The Spastics Society of India founded by Dr. Mithu Alur

## CHAMPIONS DINNER

Champions Dinner is a celebration to applaud the achievements and success of the event. All the winners are felicitated for their hard work and focus-fueled performances while the corporate pacers were acknowledged for their selfless act to ensure our amateurs achieve their personal best. The gala evening also gave an opportunity to the entire team to come together for one last toast!



# IN THE NEWS



## Thousands take to the roads for Delhi Half Marathon

The Times of India, 24 Oct,



Dainik Jagran(New Delhi) 22nd oct



Mail Today (New Delhi) 22nd October

## Tech to keep marathon clock ticking

Times News Network

New Delhi: Technology will be used to ensure better air quality along the route of the Delhi Half Marathon to be held on October 21. The organisers will use systems like ultra high frequency radio pulses, mist fans and pollution removing nozzles to reduce pollutants in the air and thus prepare a less dangerous course for the 30,000 athletes from across the world slated to participate in the race.



The 14th Airtel Delhi Half Marathon will start in 10 km across this year at the New Delhi Municipal Council Grounds near Jai Singh Marg, close to Jantar Mantar. Procam International, the organisers, said the race would be a green event with improved health facilities for the participants. The marathon is being conducted a month before its annual schedule. "We had to bring all our stakeholders in to the picture and assure them that the air quality is

better at this time, so it is a better time for conducting the marathon," said Vivek Singh, joint managing director, Procam International. Singh said that despite the possibility of less severe pollution at this time of the year, several measures have been taken to provide the runners with a suitable environment. "The organisers are using the patented and ecologically safe UHF radio pulses over the course to catalyse clearance of air pollutants through dry

washed with an ecologically safe reagent, mixed with de-ionised treated water to avoid the risk of dust and settled matter. Procam International, the co-founder of the system, explained that this would allow the pollutants to collide and fall to the ground, reducing the possibility of their being inhaled by the runners.

Runners will also get better health facilities, including a fully equipped base camp with 30 beds, six medical stations along the route and seven 70 doctor-on-call on the road. Bin Singh, deputy commissioner (Traffic, safety management), assured the participants that despite the changes, "the 14th edition of the marathon will offer the same experience as earlier".

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deposition. The innovative Pure Skies System employs radio frequency transmission to reduce pollutants like carbon dioxide, nitrogen oxides and other pollutants less than 10 microns in size. Singh added, "We will also use ecologically safe reagents and mist fans at various heights and flow speed up to 200 feet to increase the precipitation of suspended particulate matter." From the midnight before the race, the entire 10-km course would be

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TOI(New Delhi) 17th Oct

## Ethiopia girl smashes course record on debut

DEPREKAD

DEPREKAD (1) In a debut performance, Ethiopia's Tsehay Tsehay won the Delhi Half Marathon on Sunday, smashing the women's course record. The 27-year-old runner from Debre Berhan, Ethiopia, finished the 13.1 km race in 41 minutes and 55 seconds, breaking the previous record of 43 minutes and 15 seconds set by the Indian runner, Anshu Jaiswal, in 2010. Tsehay, who is a former national champion, said she was "very happy" to win the race on her debut. She said she had trained hard for the race and was "very happy" to win. She said she had trained hard for the race and was "very happy" to win. She said she had trained hard for the race and was "very happy" to win.

DEPREKAD (2) In a debut performance, Ethiopia's Tsehay Tsehay won the Delhi Half Marathon on Sunday, smashing the women's course record. The 27-year-old runner from Debre Berhan, Ethiopia, finished the 13.1 km race in 41 minutes and 55 seconds, breaking the previous record of 43 minutes and 15 seconds set by the Indian runner, Anshu Jaiswal, in 2010. Tsehay, who is a former national champion, said she was "very happy" to win the race on her debut. She said she had trained hard for the race and was "very happy" to win. She said she had trained hard for the race and was "very happy" to win.

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The elite women's athletes in action during the Delhi Half Marathon on Sunday. Tsehay Tsehay is seen in the foreground.

The Asian Age (Mumbai) 22nd october

## Unity in diversity at half marathon

PRANCO K CHAUDHARI

It was a sight to behold as a group of athletes from different ethnicities and religions gathered at the starting line of the Delhi Half Marathon on Sunday. The race, which is a symbol of unity in diversity, was held at the Jai Singh Marg, near Jantar Mantar. The organisers, Procam International, said the race was a green event with improved health facilities for the participants. The marathon is being conducted a month before its annual schedule. "We had to bring all our stakeholders in to the picture and assure them that the air quality is



Athletes participate in the Delhi Half Marathon 2018, at Jai Singh Marg, near Jantar Mantar, on Sunday. The race is a symbol of unity in diversity.

DEPREKAD (6) In a debut performance, Ethiopia's Tsehay Tsehay won the Delhi Half Marathon on Sunday, smashing the women's course record. The 27-year-old runner from Debre Berhan, Ethiopia, finished the 13.1 km race in 41 minutes and 55 seconds, breaking the previous record of 43 minutes and 15 seconds set by the Indian runner, Anshu Jaiswal, in 2010. Tsehay, who is a former national champion, said she was "very happy" to win the race on her debut. She said she had trained hard for the race and was "very happy" to win. She said she had trained hard for the race and was "very happy" to win.

The Asian Age (Delhi), 25 Oct

## Ethiopians Rule the Roost in Delhi

Debutant Gerrechu smashes women's course record, Belihu runs supreme in men's elite



The elite women's athletes in action during the Delhi Half Marathon on Sunday. Tsehay Tsehay is seen in the foreground.

The Pioneer (New Delhi) 22nd october

# WASTE MANAGEMENT

## WASTE MANAGEMENT AT ADHM 2018

Procam has been diligently working on turning all its events into sustainable events. To ensure a great running experience as well as provide a better environment, Procam is focusing on circular economy and 6R principles this year. The aim is to not only manage the waste generated by the events but to consciously engage all its stakeholders, create awareness and implement sustainable strategies for the benefit of one and all.

Procam has roped in Greencepts Technology & solutions for formulating its sustainable strategies & roping in new green initiatives. The teams have implemented 6R (Rethink, Reduce, Replace, Recycle, Reuse & Refuse) to introduce innovative initiatives in the event. Hasiru Dala Innovations & Chintan have ensured that the event waste is handled and managed in the most efficient way to reduce the landfill load.

### The initiatives implemented this year were:



#### 1. Segregation at Source for both Expo and Event (Course and Holding Area)

Segregation done at source is the most effective form of waste management. With the joint efforts of all teams, this was possible to an extent of 30% in the first attempt. At such a mass event, even this rate is a great motivator to keep improvising & succeeding to achieve 100% segregation at source.

#### 2. Creating Awareness

Informative banners only at strategic & necessary locations & periodic announcements of proper waste disposal methods through emcees ; both at expo and venue were the medium to spread the awareness & engage the participants to actively use the services.



CHOOSE THE RIGHT BIN

DRY WET

#### 3. Waste Mascots

Created an awareness among the runners to dispose off the waste in the correct bin.



#### 4. Waste Kiosks

These were designed for waste collection and segregation at the stadium, the aesthetic appeal attracted the crowd for proper waste disposal and participants could see the actual segregation & disposal.



5. **300 Waste Handlers** for waste collection and **40 waste Marshals** for proper supervision ensured that the event venue & route were clean throughout & the event generated waste was responsibly collected & disposed.



## Waste Quantity and Description

**Plastic Bottles/ Pet Bottles:** Bottled water bottles from all water stations

**Disposal:** Recycle by M/S Al Mehtab for making fiber, threads etc for jackets and jeans

410  
Kgs

**Tetrapack:** Energy drink or juice packs

**Disposal:** Recycle into benches, tables etc by Tetrapack company

373  
Kgs

**Arecanut Plates:** The plates used to serve the food at the refreshment counters

**Disposal:** Shredded and composted at NGO Chintan Facility

1031  
Kgs

**Food Waste:** Food left overs and Banana peels

**Disposal:** Composting at Chintan Material recovery centre (1267 kgs) and as food for piggeries (460kgs) to Five Star piggeries firm

1727  
Kgs

**All other dry waste:** Paper, plastic wrappers, cardboards, glass, cans etc.

**Disposal:** Paper, files and cardboard sent to paper mill M/S Bharat Bhushan for reusing in the manufacturing process

2808  
Kgs

**Bio Waste:** Waste from the WCs

**Disposal:** 31,500 litres of WC waste disposed at Haryana Jal Board Sewage Treatment Plant

31,500  
Ltrs

**Flex Waste:** Flex used for branding and signage in the stadium and course

**Disposal:** Distributed as roofing sheets to waste workers for their huts/shacks.  
Chintan NGO has given 1195 kgs of flex waste in Vivekanand camp and Banaswa area.  
Swabhiman NGO has given 1800 kgs in Nizamuddin, Jehangi puri, JN Junction and Bogal areas in Delhi

2995  
Kgs

**Hasiru Dala Innovations** has collaborated with NGO Chintan to ensure the creation of temporary jobs for around 500 waste workers, alongwith responsible waste management, thereby creating an environmental and social impact for ADHM 2018

Procam engaged the services of **Greencepts** to promote sustainable initiatives for ADHM 2018



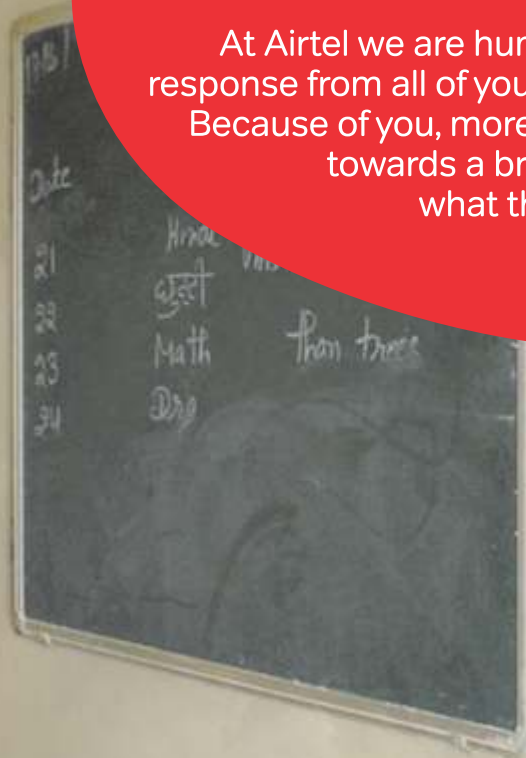
**PARTNER'S SPEAK**

TITLE SPONSOR

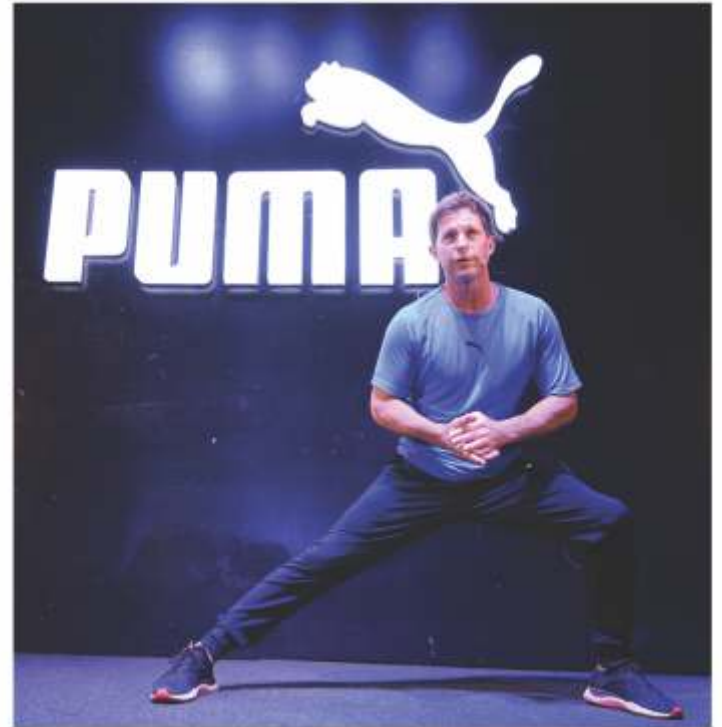


## THANK YOU FOR CLOCKING 32000 KM!

At Airtel we are humbled by the immense positive response from all of you on our **#PassTheTorch** campaign. Because of you, more children will take a step forward towards a brighter future by learning what the internet can do.



IGNITED BY



NUTRITION PARTNER



THE OFFICIAL NUTRITION PARTNER OF  
THE AIRTEL DELHI HALF MARATHON 2018

RECHARGE  
YOUR  
RUN



DELICIOUS REAL RECHARGE  
NOW IN INDIA



**TATA MOTORS**  
Connecting Aspirations



# TATA NEXON #RUNTOLEVELNEX

It was a proud moment this year at the Airtel Delhi Half-Marathon when TATA NEXON took the lead by being the official lead car of the event. The exhilaration and enthusiasm that filled the event made Tata Nexon feel right at home.

The Airtel Delhi Half-Marathon stands for pushing people beyond their limitations and motivating them to reach new levels. #RUNTOLEVELNEX was NEXON's war cry to inspire the same.

As the super sleek and stylish NEXON was guiding the runners, a digital clock on its roof informed them of the total time elapsed since the beginning. This inspired the runners as they could see the progress that they had made so far.

To always strive for more and to push your boundaries, are the ideologies that the Airtel Delhi Half-Marathon and TATA NEXON have in common.

This was what made this partnership so seamlessly effective. We hope this association goes a long way and inspires a lot more athletes to work harder and go beyond their level to attain, what we call, LEVEL NEX.



TIMING PARTNER

SEIKO

# SEIKO, FROM START TO FINISH.

Seiko believes that sport is a journey. Contributing to world sports for over 50 years and extending that legacy to India, Seiko has always strived to be a part of the athlete's mission. We are once again delighted to be the Official Timing Partner, extending our services as precision time-crafters, to the Airtel Delhi Half-Marathon. It's always a joy to support runners, for they understand the value of every millisecond, like we do.

*Niladri Mazumder*  
Niladri Mazumder  
PRESIDENT & COO,  
SEIKO WATCH INDIA PVT. LTD.



FASHION PARTNER



JABONG  COM

ACE  
THE  
PACE!



We at Jabong are excited about our long standing association with some of the biggest marathon events in the country and ADHM 2018 was an absolute success. Jabong is focused on promoting the sporting culture in the country and every year, we use innovative ways to encourage runners to enhance their performance and deliver their best.

This year was special as we launched 'Jabong Champions', an initiative to reward a league of elite runners who believe in outperforming themselves with every run. As a part of the initiative, we will felicitate these runners who break their previous record to become a 'Jabong Champion' to treasure their moments of pride.

We look forward to building a stronger connect with the running community across the country through such prestigious events.

**Gaurav Kackar**  
HEAD OF MARKETING, JABONG



HYDRATION PARTNER

Bisleri®

# STAY COOL STAY AHEAD



## OFFICIAL HYDRATION PARTNER

Being the **Hydration Partner** at Airtel Delhi Half Marathon 2018, Bisleri took charge of the water requirements for the runners and athletes participating in the run. Bisleri set up **12 water stations** across the 21km stretch on the running track to ensure that all the participants are well hydrated.

Not just the hydration expert, we at Bisleri wanted to create awareness about **Plastic Recycling** through our initiative **Bottles for Change**. Bisleri employees ran to educate the citizens about the importance of Plastic Recycling.



OFFICIAL  
HYDRATION  
PARTNER

RECOVERY PARTNER

Official Recovery  
Partner Of



delhi half  
marathon  
21 November 2018



**10,000 RUNNERS**  
RECOVERED AT THE  
***VOLINI***  
**RECOVERY ZONE**  
OUT OF A TOTAL  
OF 34,681 RUNNERS



***VOLINI***  
**MAXX**

**INDIA'S STRONGEST**  
PAIN RELIEF SPRAY\*

\*In pressurized delivery mechanism spray category, compared to other pressurized Diclofenac containing pain relief topical sprays (2% diclofenac vs 1% indometacin). Consult physician if pain persists for more than 7 days.

PERFORMANCE EYEWEAR PARTNER

**OAKLEY**



*Almost an unfair advantage.*

**PRIZM**  
LENS TECHNOLOGY

PERFORMANCE EYEWEAR PARTNER

[OAKLEY.COM/PRIZM](https://www.oakley.com/prizm)

NEVER  
RUN OUT

*of Partnership*



ORSL™



*No. 1 doctor-prescribed<sup>#</sup>  
electrolyte drink*

Marathons have, over the years, transformed from being just a sport; they have evolved into a culture, a philosophy, and for many, a way of life.

ORSL™, India's No.1 doctor prescribed electrolyte drink is proud to be associated with ADHM, as their official "RESTORATION PARTNER".

ORSL™ had pioneered the concept of electrolyte Ready-To-Drink (RTD) tetrapack format with a tasty fruit juice since over a decade ago. Keeping in line with the vision of anticipating consumer needs, creating solutions and experiences for people to lead healthy and vibrant lives, this association proves to be a giant leap indeed.



### DINAR MHATRE

General Manager OTC  
New Business, Professional Selling

“

It's a matter of great pride for ORSL™ brand to be associated as the Restoration Partner of ADHM. It's a fantastic sports platform which aims not only to shape the running community in India but also attempts to build the right awareness for the prevalent social challenges, something we at Johnson and Johnson feel deeply about.

”



HOSPITALITY PARTNER

# ENCOUNTER THE UNEXPECTED



Our passion for arts, culture and cuisine expressed in experiential opportunities that inspire our guests. A culinary experience where contemporary Indian cuisine is paired with the world's finest wines Events that showcase a new perspective on art Curated trips that explore fascinating aspects of the city. A new way of seeing things.

*Le* MERIDIEN

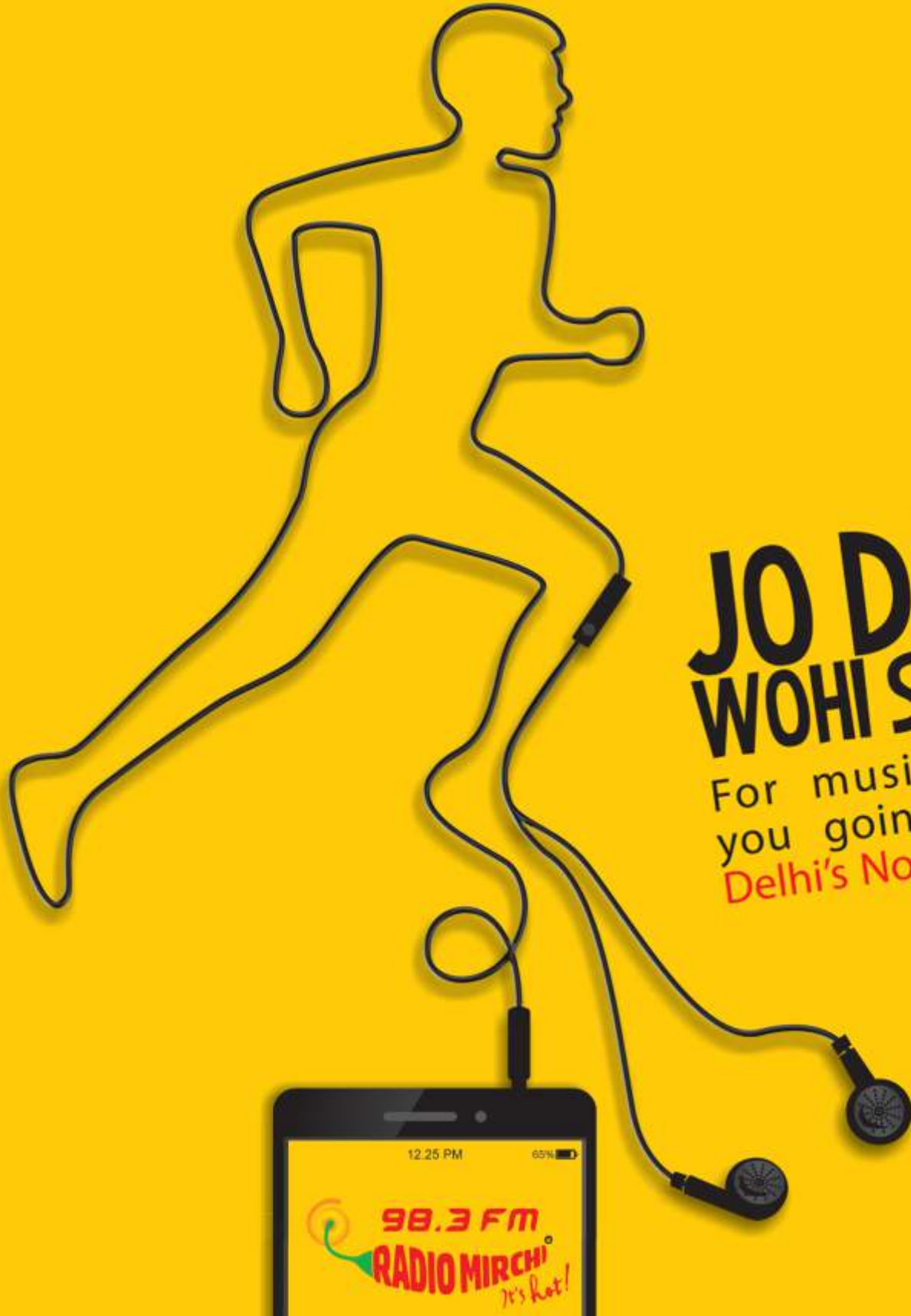
N 28° 37' E 77° 13'  
DESTINATION UNLOCKED

**LE MERIDIEN  
NEW DELHI**

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RADIO PARTNER



**JO DAUDA  
WOHI SIKANDAR**  
For music that keeps  
you going, tune in to  
Delhi's No. 1 radio station!



## SALUTING THE SPIRIT OF CANCER WINNERS AT THE AIRTEL DELHI HALF MARATHON 2018

In the eighth edition of our partnership with Airtel Delhi Half Marathon 2018. We saw a participation of over 40,000 enthusiastic runners. The participation went up significantly despite an early start this year concurring to the belief of 'health comes first'.

Airtel Delhi Half Marathon was also our platform to kick-start Nidarr Hamesha, an initiative by Max Institute of Cancer Care, to salute the will-power and determination of all cancer winners. Patients who've overcome cancer, rightfully have a sense of triumph and victory against life's toughest odds. They are truly fearless.

A contingent of over 100 which included cancer winners, oncologists from Max Hospitals and caregivers successfully participated and completed the 10K run under the banner of Nidarr hamesha.

With 6 medical stations, 2 base camps, 6 Ambulances and 8 Bike borne paramedics we successfully provided emergency medical cover to all runners with no recorded casualties. Yet another benchmark by Max healthcare in mass event management.



PHILANTHROPY PARTNER



delhi half  
marathon  
21 october 2018™

Think · Believe · Dream · Dare

#BecauseYouCare

Philanthropy Partner



India Cares™  
Foundation



harmony  
celebrate age  
*The magazine for silver citizens*

Institutional Partner

harmony for Silvers  
Foundation | Empowering  
India's  
Senior Citizens

# PROMOTING ACTIVE AGEING



*The Senior Citizens' Run is significant—it puts silvers on the front page while highlighting their potential. A very special thanks to all those who made the event possible and cheers to our intrepid silvers who came out to be counted.*

*—Tina Ambani, Chairperson, Harmony for Silvers Foundation*



harmonyindia.org



/harmony4silvers



/harmony4silvers



/harmony4silvers



# IT AIN'T SPORTS IF IT AIN'T LIVE



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